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1934

BOOK of AMERICAN TYPES



Standard Faces

AMERICAN TYPE FOUNDERS



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American Type Founders Sales Corporation
300 Communipaw Avenue
Jersey City, N. J.

BOOK of AMERICAN TYPES



Standard Faces



AMERICAN TYPE FOUNDERS
SALES CORPORATION

PRINTED
IN
U.S.A.

HAEL/DKS

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American Type Founders

Sales Corporation



Location of Selling Branches

BOSTON, MASS. 270 Congress Street
NEW YORK CITY 104 East Twenty-fifth Street
PHILADELPHIA, PA. . . Thirteenth and Cherry Streets
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KANSAS CITY, MO. 932 Wyandotte Street
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SEATTLE, WASH. Western Avenue and Columbia
DALLAS, TEXAS 600 South Akard Street
LOS ANGELES, CAL. . . . 222 South Los Angeles Street

The Price of This Book is Two Dollars



PREFACE

DURING THE last decade there has been a period of experimental effort in typography the influence of which at times has carried us a long way from the traditional past. Older rigid notions of classifications limiting a type face to certain definite kinds of use have been largely discarded. Script types that once were confined to stationery and society printing are now appearing even in newspaper advertisements in daring association with bold-face letters.

THIS PERIOD of search for a new style of expression in type has been one of intense activity in type founding. New series have been added to those shown in our former catalogues and the range of many of the others increased by the addition of one or more new sizes. This has meant the cutting of many thousands of matrices, increasing the total number of series that have been currently offered to more than six hundred.

WITH THE increasing demand for new designs and the shifting of interest from many older ones, it has been necessary to reappraise our entire line to keep the number of type faces within reasonable manufacturing limits. Many of the older standard series continue to show steady sales attesting to the soundness of their design and their usefulness in general printing. There are many others of less common need which have a place that nothing else will fill. Their inherent beauty requires their retention on the basis of intrinsic merit alone. Something over two hundred designs have been selected and are shown on the pages of this catalogue. In this group are ideal faces for every practical use in modern printing.

WHERE THOUSANDS of items are involved, the carrying of adequate stocks presents a complex problem to any manufacturer. Every effort will be made to keep at each of our countrywide Branches adequate stocks of the designs shown on the following pages. Older faces not shown in this book will continue to be available but possibly will require slightly longer time for delivery as stocks of them at Branches when exhausted may not be renewed.

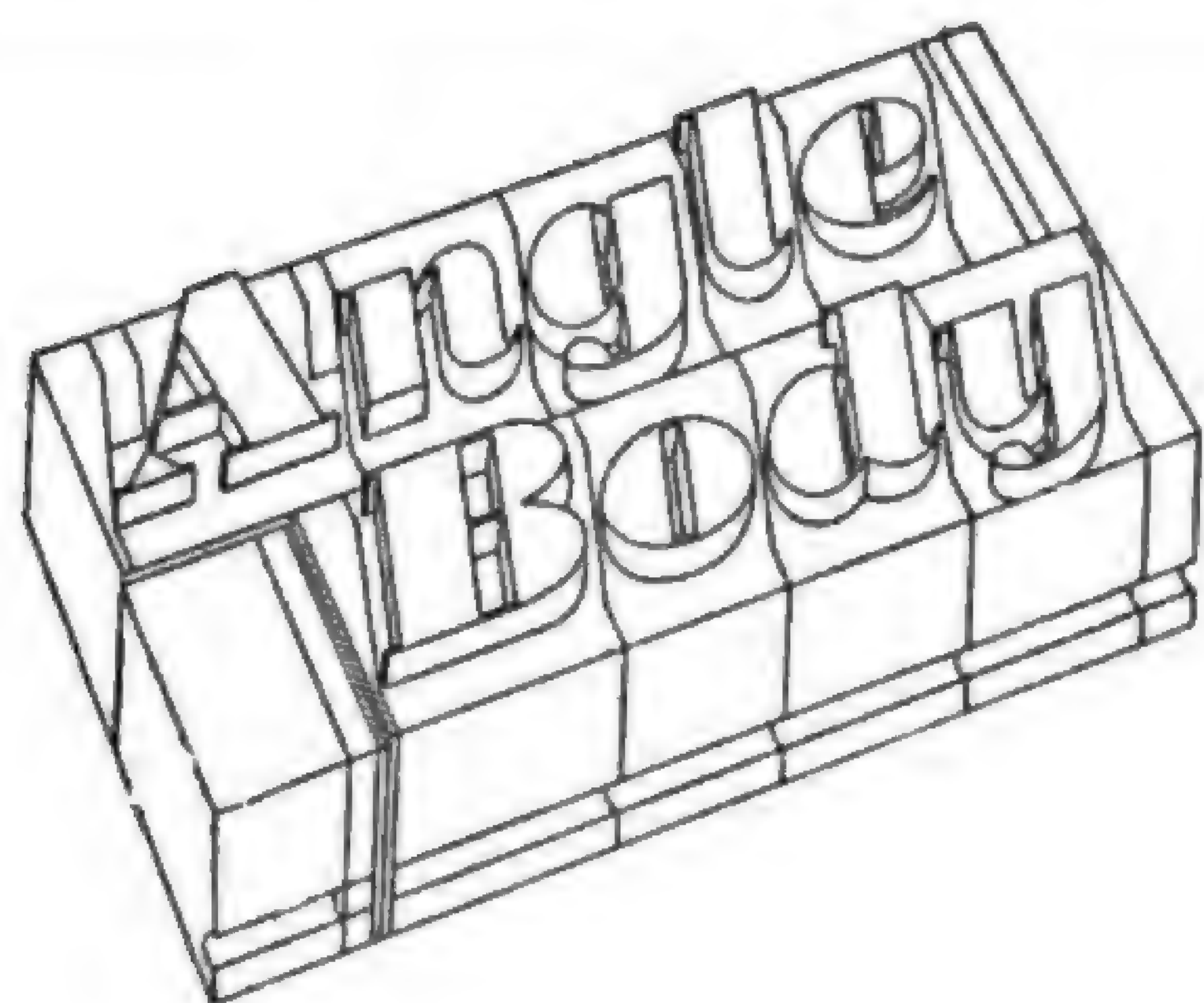
NO TYPE specimen book can ever be complete in the strictest sense. As the printing proceeds, new designs enter the early stages of preparation. Alphabets from leading artists and from our own pre-eminent staff of designers are being continually studied in the effort to anticipate style trends. Designing of new type faces has a strong promotional value for the printer as well as the type founder because the enormous use of printed matter of every kind requires variety of style. If a printer of today is to retain his clients he must be able to develop typographically the ideas of the artist and layout man.

DECORATIVE MATERIAL will be treated in a later book. This catalogue shows only type faces and very little effort has been made to show the use of the type in display. This book

is intended as an exhibit of type styles rather than as a suggestion of how to use them. Supplementary specimens will be issued from time to time showing individual types and suitable combinations. This will permit greater latitude in layout and kinds of display than if they were confined to the limitations of a book page. Change is inherent in progress and every effort will be made to have these separate specimens reflect the most recent trends while at all times maintaining the highest typographic standards.

PROGRESS IN TYPE FOUNDING

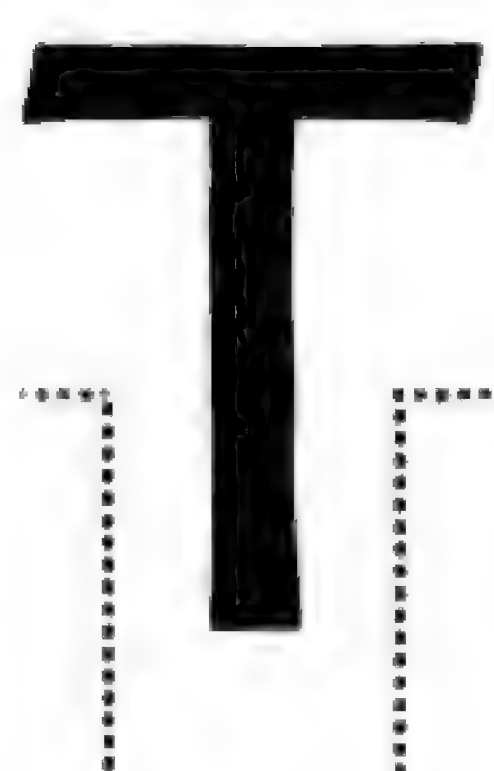
IN THE last few years three distinct improvements have become standard practice. Large sizes of practically all new faces are now cast on two sizes of body. In 144 point, for instance, all characters that extend below the line are being made on 144 point and the others on 120 point. This makes possible close setting of lines of caps and materially reduces the weight and therefore the price of the font. Sizes made this way are designated as 144/120.



ANGLE BODY

THE TROUBLESOME question of kerns has been solved by the introduction of Angle Body Italics. By this greatly improved method sizes 24 point and larger are cast on a sloping body practically eliminating the overhangs that break frequently when the form is being stereo-typed or while it is on the press. Angle Body is as easy to set as type cast in regular molds. It is the modern way of making italic type.

RECESSED CHARACTERS



ONE OR MORE of the capital letters A, F, L, P, T, V, W and Y cast with body recessed are now included in fonts of the larger sizes of many recent designs. These letters will fit closely together without the unsightly white spaces that otherwise would be unavoidable and will work easily with the regular type without any special spacing. Casting the type with recesses makes unnecessary the expensive "cutting in" of type in the composing room and is a feature that has been much appreciated by the printers.

New Type Faces in Preparation

As this book is being completed a group of New Type Faces of great interest is in preparation. In the limited space below we give a few lines to show the varied character of these designs. Specimens to be issued later will exhibit them completely and in all sizes

TOWER—36 Point

Tall and compact, Tower gives to printing the modern touch of vertical lines which adapts it to many uses. It makes possible the saying of a great deal clearly and smartly in a small space. The lack of hair lines insures durability and the design combines in pleasing form the qualities of the sans serif and the square serif letters now so greatly in demand.

Bernhard Tango

Lucian Bernhard, who designed for us this pleasing type face, has drawn it with a flowing grace rarely equalled in a cursive letter. Wisely used, it will carry a message of refinement and quality by the sure force of its own beauty. A large number of sizes will be available together with a special set of Swash Capitals cast on larger bodies which will adapt this face to extensive use in modern display.

Othello

Many type designs of today that have been received with wide acclaim as something new under the sun are scarcely more than adaptations from those of previous generations. In the "First Collective Specimen Book" of the American Type Founders Company, issued in 1895, may be traced the parentage of many of the "new" square serif and sans serif letters. Shorn of superfluous ornamentation to make it conform to the tastes of today, Othello is named for and modeled on a stalwart letter shown in our catalogue of forty years ago. Many distinguished users of type who have seen preliminary proofs believe Othello fills a need for heavy mass effects. It is full of color and easy to read.

American Backslant

Following the natural slope of handwriting, habit seems to have tied letter design permanently to a right-hand slope for italics. Very striking novelties in design may be secured by reversing the direction of the lines. American Backslant is offered as an aid to variety in modern type display. This interesting face makes possible new effects without resort to the eccentricity in layout so frequently disastrous to legibility. The unfamiliar slope of the lettering arrests the eye and compels immediate attention.

Benton

Like the beauty of old lace, the attractiveness of a type page depends upon a combination of many separate designs, each one beautiful in itself but without individual oddities to detract from the mass effect. Benton is the result of a long study of the best of the classical types. It retains many of the notable characteristics of both the Oldstyle and the Modern and produces a page which is readable and brilliant without being dazzling. This paragraph is 10 Point Benton.

SHADOW

Tonal effects secured by the use of outline types are necessary to the working out of certain design problems that are common in present-day printing. The ATF "Shadow," with its suggestion of a Gothic letter against a heavy background, is eminently fitted for this purpose. It has the three dimensional appearance so much in demand.

Romany Series

72 Point 3A 5a

Delightfully Explored

60 Point 3A 5a

Novelty Snapshot Contest
Surprised Judges

48 Point 4A 8a

Analyzed Reports
Delight Mayor

36 Point 5A 10a

Specialty Dancer
Presented Foreign Style
Magnificently

24 Point 7A 14a

Metropolitan Society
Impress Independent Campaign
Arranges Program

Additional sizes: 12, 14 and 18 Point are in preparation

Characters in Complete Font

A B C D E
F G H I J K
L M N O P Q
R S T U V W
X Y Z & \$ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p q
r s t u v w x y z
. , - ' ' : ; ! ?

Pericles Series

60 Point 3 A

PERFUMES

\$123456

7890

48 Point 4 A

NEW DESIGN

36 Point 6 A

MODERN & RICH

★\$1234567890★

24 Point 9 A

RIVERSIDE PARK STUDIOS
ADVERTISING, ETC.

18 Point 12 A

NUMBER ONE NORMANDY DRIVE
„GARDEN SPOT OF ERIE“

Recessed Characters, where made, included in fonts 24 Point and larger

A F L P T V W Y

TYPE
PERICLES

DESIGNED
BY

ROBERT
FOSTER



MCMXXXIV

The
American Type Founders
present the new classic type which
combines the purity of the Greek with
the virility of the modern

Pericles used with 10 Point Bernhard Gothic Medium

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M N O P Q R R S T U V
W X Y Z & \$ 1 2 3 4 5 6 7 8 9 0 . , = ' " : ; ! ? . ¢ ★

: [I I] :

Piranesi Series

72 Point 3A 4a

Delightfully Explained

60 Point 4A 6a

Exhibited Colorful Lingerie

48 Point 5A 8a

Intelligently Displays Composition

42 Point 5A 9a

Opened Modern Apartment Buildings

36 Point 6A 11a

Most Exclusive Homes Exquisitely Decorated

30 Point 7A 14a

QUIET PLACE
Serene Neighbors

24 Point 10A 20a

RAREST DESIGN
Beautiful monograms
and brochures shown

18 Point 15A 30a

INTRODUCES MODEL
Prominent European stylist
desired pleasing compliment

Characters in Complete Font

A B C D E F G H

I J K L M N O P

Q R S T U V W

X Y Z & \$ 1 2 3

4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z &

. , - ' ' : ; ! ?

The following characters, from 24 Point
to 72 Point, are cast recessed

A F L P T V W Y

14 Point 22A 44a

QUAINTEST DESCRIPTION
Celebrated university teacher held
big audience of youths spellbound

12 Point 25A 50a

EXTOLS SOUTHERN CUSTOMS
Northern paper manufacturer arrived to
attend convention and golf tournaments

10 Point 28A 56a

PICTURESQUE HIGHLAND LAKES
Invigorating atmosphere and natural beauty
enjoyed by summer vacationists and tourists

8 Point 30A 60a

BECOMING FRENCH COSTUME ADMIRER
Distinguished woman wore exquisitely tailored creation
at the recent opening charity dance and entertainment

** Piranesi Italic*

48 Point 5A 13a

*Modernistic Style Delighted Teachers
Bright Industrial Outlook*

42 Point 6A 15a

*Radical Effects Featured Jewelry Display
Noteworthy Daily Supplement*

36 Point 6A 15a

*Hieroglyphics Confounded Babylonish Expedition
Archaeologist Jubilantly Continued*

30 Point 7A 18a

*Balmy Atmosphere
Exquisite Laces*

24 Point 9A 23a

*Society Holds Banquet
Optimistic Governor
Picturesque Landscape*

18 Point 15A 38a

*Renders Interesting Rhapsody
Most Charming Setting
Displayed Beautiful Lingerie*

Characters in Complete Font.

*A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & \$*

*1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z æ ø
, . - ' ' : ; ! ?*

Plain Capitals are fonted
separately and furnished only when
specially ordered

*A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &*

The following characters, from 24 Point
to 72 Point, are cast recessed

A F L P T V W Y

14 Point 21A 52a

*Beautiful Oriental Flowers Blooming
Enjoys Rhythmic Syncopation
Exquisite Chamber Music Rendered*

12 Point 24A 60a

*Lawyer Banqueted Cosmopolitan Sportsman
Thrilling Story Amazed Listeners
Noted Professor Introduced English Envoy*

10 Point 27A 68a

*Splendid Display Makes Countryside Attractive
Magnificent Japanese Cherry Trees
Extraordinary Typographic Specimens Displayed
Exceptionally Delightful Spring Celebration*

8 Point 30A 75a

*Sport Camps Attract Many Young People Every Summer
Enjoyed Holidays Amid Loftiest Mountains
Surrounded by Wonderful Lakes and Numerous Brooks
Outdoor Activities Bring Healthful Enjoyment*

★ 24 to 48 Point cast on Angle Body

Piranesi Bold

72 Point 3 A 4 a

FINER Designs 29

60 Point 4 A 5 a

80 Splendid ORDERS

48 Point 4 A 7 a

LEASED New Building 45

42 Point 4 A 7 a

31 Displayed Finest LINGERIE

36 Point 4 A 9 a

MODERN Refrigerators Installed 76

30 Point 5 A 10 a

FINE GEMS
Elegant Jewel

24 Point 7 A 13 a

NICE DESIGN
Splendid Gowns

18 Point 11 A 21 a

PLEASING SCENE
Exquisite Atmosphere

14 Point 14 A 28 a

QUAINT RESIDENCES
Picturesque Italian Garden

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z . , - ' ' : ; ! ?

The following characters, from 24 Point to
72 Point, are cast recessed

A F L P T V W Y

Lining Figures furnished in separate fonts or will
be supplied in the regular fonts instead of Old-
style Figures when so specified on the order

\$ 1 2 3 4 5 6 7 8 9 0

12 Point 17 A 34 a

INTERESTING PREVIEWS
Noted college professor held big
audience of students spellbound

10 Point 19 A 38 a

PRAISED NOVEL MACHINES
Eastern shoe manufacturer attended
convention and electrical expositions

8 Point 22 A 44 a

PICTURESQUE MOUNTAIN HOMES
Marvelous atmosphere and the natural beauty
of this rugged and peaceful valley were greatly
enjoyed by summer vacationists and campers

6 Point 25 A 50 a

BECOMING FRENCH COSTUME ADMIRER
Eminent woman displayed exquisitely tailored creation
and was admired by the large crowd that attended the
very recent gigantic theatrical dance and entertainment

The Elegance of Burnished Silver

To the finely wrought characters of Piranesi Bold there has been added an Italic with a series of Beautiful Swash Capitals reminiscent of the engraved letters of the 18th Century. Used with other types or alone it has a delicacy and brilliance that speaks of the chaste and polished elegance of fine silver. Piranesi Bold Italic will be made in thirteen sizes

★ 42 Point 4A 7a

Splendid Modern Design Exhibited Wonderful Color Arrangement

★ 36 Point 4A 8a

*Delightful Singing
Noted Thespian*

★ 30 Point 4A 9a

*Fine Oriental Tapestry
Exquisitely Draped*

★ 24 Point 5A 13a

*Beautiful Lingerie Display
Foreign Gown Colorful*

18 Point 9A 22a

*Extraordinary Celebrities Congregated
Advanced Program Given*

CHARACTERS IN COMPLETE FONT

*A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r r s t u v w x
y z æ st . , - ' ' : ; ! ?*

Plain Capitals are fonted separately and furnished only
when specially ordered

*A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &*

★ 24 to 72 Point cast on Angle Body

72 Point

3A 6a

Gentlefolks

Point

4A 7a

Beauty Shop

48 Point

5A 10a

College Diplomas

42 Point

6A 11a

Magnificent Gown

36 Point

6A 11a

Wonderful Reception

CHARACTERS IN COMPLETE FONT

A B C D E F G H

I J K L M N O P Q

R S T U V W X Y

Z & \$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s

t u v w x y z rs er es . , - ' ' : ; ! ?

Sizes 24 Point and larger cast on Angle Body

Hezlan

Tailors

TO

Gentlemen

HEZLAN has become an accepted standard by which good clothing is judged. Call and see us.

BUSINESS SUITS:

Ready for wear . . \$85

EIGHTH and MARKET STREETS

PARK AVENUE BERNHARD BOOKLET 10 POINT OLD ENGLISH BORDER NO 44

30 Point

7A 13a

Smart Fabrics

Beautiful Spring Gown

24 Point

9A 18a

Landscapes Beautiful

Fragrant Narcissus Perfume

18 Point

11A 23a

Sixteenth Annual Exhibit

Very Distinguished Portrait Painter

14 Point

15A 32a

Enthusiastic Admirers Greatly Pleased

Mid-Season Promenade of Artists' Models

12 Point

18A 36a

American Type Designs Bring Results

Good Typography Will Stimulate Your Business

Bodoni Open

48 Point 4 A 7 a

Girl Bought ANTIQUES

36 Point 5 A 10 a

ERECTS MODERN BUILDING
Many Refinements Incorporated

30 Point 6 A 10 a

PURCHASE DESIRABLE RECORDS
Bank Syndicate Employs New Method

24 Point 6 A 13 a

PHOTOGRAPHED MARVELOUS SCENERY
Returning Bold Adventurer Being Entertained

18 Point 10 A 20 a

HARMONIOUS DRAPERIES
Decorates Interior Beautifully

14 Point 15 A 30 a

RECEIVED BUILDING CONTRACTS
Japanese Dancer Opened New Theatre

12 Point 16 A 32 a

PICTURESQUE GRECIAN LANDSCAPES
Where one might imagine that mythological
kingdoms still existed and wood gods lived

10 Point 18 A 36 a

MANY PRINTERS ATTENDED ART EXHIBIT
Featuring many colorful modernistic specimens
which visiting rug manufacturer greatly admired

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

\$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u v

w x y z ff fi fl ffi ffl

. , - ' ' : ; ! ?

Bodoni Series

72 Point

3 A 4 a

Sight

18 Point

11 A 22 a

10 Point

21 A 40 a

USED TRACK
REPAIR finished
in time for race

QUESTION METHODS
HAPPY childhood pranks
amused sedate professor
while visiting at nursery

60 Point

3 A 5 a

Maple

14 Point

16 A 31 a

8 Point

23 A 46 a

REMARKS MADE
DEMANDS statement
about large concern

EXHIBIT GREAT SUCCESS
LAVISH business arrangement
in western city amazed visitor
from the slumbering lakeside

48 Point

5 A 8 a

HEAPS
IS King

12 Point

18 A 35 a

6 Point

28 A 52 a

SECURE PRINTING
GETTING qualifications
considered reasonable
under good conditions

PRINTERS GETTING BIG PROFITS
THOSE BUSINESS men who cannot secure
the elusive dollars nowadays are certain
some morning to awake and realize that
the outlook is rocky and very uncertain
unless they catch up with the crowd and
realize that efficiency means prosperity

42 Point

5 A 8 a

MONTH
July One

36 Point

5 A 10 a

NUMBER
Third Rig

30 Point

6 A 11 a

MOULDED
Letter Style

24 Point

7 A 14 a

FINE HOUSE
Submit Design

Distinctly
Feminine

WINTER AND SUMMER
STYLE CREATIONS DISPLAYED IN
LARGE VARIETY

...

MADAME DUPONT
3519 Fifth Avenue

6 POINT TEAGUE BORDER NO. 616

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
& \$ 1 2 3 4 5 6 7 8 9 0 a b c
d e f g h i j k l m n o p q r s t u v
w x y z f f f i f l f m f n " " . , - ' ' : ; ! ?

SMALL CAPS from 6 to 18 Point, and Oldstyle Figures 1234567890
from 6 to 18 Point, are put up in separate fonts and
furnished only when specially ordered

BEAUTY

IN ADVERTISING
AND IN THE
THING ADVERTISED
IS A MOST
POTENTIAL AGENT
IN SECURING
RESULTS



READE PRINTING
COMPANY

Metropolitan Building
Chicago, Ill.

ITALIAN BAND

Bodoni Types

Have a singularly alert,
forceful look, and never
fail to add life and color
to the printed page

3 POINT BROCHURE BORDER NO. 15

THE
MODERN
Phonograph

FROM time immemorial
music has been the great
giver of delight. Nations
were born in the glory of
music. Dreams of kings
have been shattered and
kingdoms uprooted, yet
music has sprung from
the ruins and flourished.
Such is the fine spirit of
music which came to us
through ages, and which
the Modern Phonograph
reproduces so feelingly.

Bodoni Italic

Form

THE FINE FRUIT OF EVOLUTION



• *Form is more than a convention, more than a precept, more than a practice; it is the mold in which ideas are most perfectly cast; it is not only a source of delight to the reader or the beholder, but it is invaluable discipline to the thinker, to the poet, to the painter, to the sculptor; it compels him to see, think, and express himself clearly.*

ARTHUR JEROME EDDY

10 Point 21 A 41 a
EXQUISITE SHOWING
*Beautiful sculpture being
commended by numerous
art connoisseurs of repute*

8 Point 22 A 45 a
DISTINGUISHED HUNTER
*Renowned professors arrange
for an indefinite sojourn with
explorer in uninhabited lands*

6 Point 28 A 55 a
GIVES INTERESTING EXHIBITION
*Educational supervisor expressing great
personal satisfaction with latest display
of ornamental porcelain that proved of
intense interest to home builders as well
as craftsmen. Many unique and artistic
specimens received favorable comment*

18 Point 11 A 22 a
HIDE DESIGN
*Successful clerk
wins promotion*

14 Point 16 A 31 a
RESTORES BOND
*Prominent financier
builds country home*

12 Point 18 A 33 a
EXPERT DIRECTOR
*Musical society renews
membership campaign
under energetic leader*

Characters in Complete Font

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0 a b c d e f g h i
j k l m n o p q r s t u v w x
y z ff fi fl ffi ffl “ ” . , - ‘ ’ : ; ! ?

72 Point 3 A 4 a
Dark

60 Point 3 A 5 a
Staple

48 Point 4 A 8 a
Beyond

42 Point 5 A 9 a
NORTH
Graceful

36 Point 5 A 9 a
REBUKE
Huge Disc

30 Point 6 A 11 a
BRIDGING
Kept Hotels

24 Point 7 A 13 a
NOBLE BIRD
Each Numeral

YOUTH is the golden season of
foolishness for which the wise
would barter all their wisdom,
the rich all their wealth, and call it a
bargain, knowing the value of youth

VANITY INITIAL

Bodoni Book

48 Point

RESUMING
Bring Orders

5 A 9 a

30 Point

INTRODUCING
Graphical Sketch

6 A 12 a

42 Point

HARMONIZE
Simple Reason

5 A 10 a

24 Point

LARGE INDUSTRY
Neighbor Enterprises

8 A 16 a

18 Point

REPRODUCE MACHINE
ELIMINATES Unusual Defect

12 A 24 a

36 Point

Nicely Decorated

5 A 10 a

14 Point

BRIGHTER GREEN COLORING
HANDSOME Masterpieces Exhibited

17 A 33 a

GIAMBATTISTA BODONI

WHOSE WORKS
SHED LUSTRE
ON THE
TYPOGRAPHIC
ARTS

John Baptist Bodoni, whose works shed lustre on the typographic arts, was born in Italy in 1740, at Saluzzo, Piedmont, a town near the Alps, and learned the printing art in the small plant of his father in that same town. At eighteen he entered the printing house maintained in Rome by the Catholic church. It was here that the foundation of his later fame was laid.

C O M E T O O U R

WEDGEWOOD
SHOW

J U L Y F O U R T H

6 POINT TEAGUE BORDER NO 625

12 Point

19 A 38 a

COMPOSITION OF DISCOURSE
ENGLISH must follow high standard of correct usage that is observed in the writings of the greatest authors

10 Point

22 A 42 a

THE MODERN SHORT SENTENCE
SENTENCE construction as our ancestors knew this term is not cause for unmixed satisfaction among present-time writers

8 Point

24 A 47 a

KEEPING OFFICE RECORD FACILITIES
Most managers will find that keeping available record facilities means reducing the overhead expenses and the general increase of efficiency

6 Point

27 A 52 a

INDUSTRIAL DISEASE PREVENTION ENCOURAGED
THE FUNCTION and duty of employers to exercise not ordinary but extraordinary care to prevent occupational diseases is no longer an arguable or debatable question. Adequate means are available whereby the spread of disease can be prevented

Characters in Complete Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ&\$1234567890
abcdefghijklmnopqrstuvwxyzffiffiffi“”.,-“”:;! ? [] ()

Characters [] () not furnished with 24, 30, 36, 42 and 48 Point sizes. SMALL CAPS from 6 to 18 Point are put up in separate fonts and furnished only when specially ordered

THE
MODEL
RADIO

•••

A demonstration
of the MODEL
at Oliver's Music
Store . . . All this
Easter week.

THE MODEL RADIO
COMPANY

G. ADAMS
2679 Lakeside Road
CHICAGO

36 Point 6 A 9 a
BURDENSOME
Replace Original

30 Point 6 A 12 a
DISENCUMBERED
Magnificent Country

24 Point 8 A 15 a
SCIENTIFIC METHOD
*Bright young prospectors
introduced unique system*

18 Point 12 A 24 a
INTERESTED COURIER
*Spent many delightful days
visiting several uninhabited
places whilst seeking health*

14 Point 16 A 33 a
WONDERING ASTRONOMERS
*Observations reporting exceptional
planetary activities cause populace
many anxious moments during day*

12 Point 19 A 39 a
BUILDER CONSERVING GROUND
*Delightfully attractive bungalows with
spacious basement quarters. Contractors
enthusiastic concerning housing people*

10 Point 22 A 43 a
NORTHERN SCENERY INSPIRING
*Beautiful fields and enticing mountain
trails become wonderfully attractive to
sportsmen and vacationists during late
summer and early fall. Nature provides
numerous recreations during this season*

8 Point 24 A 46 a
INTERESTING DISCOVERY RECORDED
*Pleasing as the origins of our alphabet are in
their details, they are not any more fascinating
or interesting than the incidents by which these
results have been gained. The patient working
out of the meaning of various rock inscriptions
has occupied the attention of notable scholars*

6 Point 30 A 56 a
EDUCATION INCREASING MECHANICAL EFFICIENCY
*Technical education has proved a propelling force in the march
of progress in all parts of the world. It teaches modern business
methods in a scientific manner, creates a spirit of self-reliance,
and ensures a standard of proficiency that is to-day absolutely
essential to the individual ambitious to become an efficient and
skilled craftsman, and who expects to be really successful in life*

KELLY AUTOMATICS

*Kellys are the acknowledged "pacemakers
of the pressroom," good for three shifts a day, week
in and week out—taking the run-of-the-hook. Kellys
give large production, accurate register and satis-
factory profit-margin per dollar turnover. Kellys are
swift, sure, practically continuous in operation and
always dependable. The Kelly is "the press of no re-
grets," as thousands of printers in busy pressrooms
the world over are demonstrating by daily experience.*

AMERICAN TYPE FOUNDERS SALES CORPORATION

6 POINT AMERICAN BORDER NO 616

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & \$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v v w w x y z ff fi fl ffi ffl " " . , - ' ' : ; ! ?

Bodoni Bold

144/120 Point

3 A 4 a

Gill

48 Point

4 A 8 a

Replied

18 Point

10 A 20 a

FIND TRADE
Expert Advice

42 Point

4 A 8 a

Inquirer

14 Point

15 A 30 a

LOST INTEREST
Continues practice
of ignoring orders

36 Point

5 A 8 a

MORTISE

12 Point

17 A 32 a

SOLVES PROBLEM
Discuss new schemes
for promoting clerks

Regulated

30 Point

6 A 10 a

CONCERTS

10 Point

19 A 36 a

PRINTER INVENTIVE
Ambitious students will
display modern designs

Novel Music

24 Point

6 A 12 a

INSTRUCTED

8 Point

21 A 41 a

AN INVALUABLE SERIES
Bodoni is adaptable to every
class of work one may select

Large Deposits

6 Point

25 A 49 a

TASTE IN SETTING COVER PAGE
Much of the real advertising value of
any book, pamphlet or brochure lies
in the type and quality of stock used

120/96 Point

3 A 4 a

Halt

96/84 Point

3 A 4 a

Brisk

84/72 Point

3 A 4 a

Single

72 Point

3 A 4 a

Explain

60 Point

3 A 5 a

Resource

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
. , - ' ' " " : ; ! ?

Bodoni Bold Italic

10 Point 18 A 35 a

DEFINED SENTENCE

*Oakland supreme court
judge delivered oration
at leading country club*

8 Point 19 A 38 a

INSURES AUTOMOBILES

*Noted youthful underwriter
inaugurates modern system
for securing office efficiency*

6 Point 24 A 48 a

PRODUCING MOTION PICTURES

*Several manufacturing concerns take
advantage of new advertising novelty
by having motion picture films made
showing methods of producing goods
made by them. This plan creates civic
pride and is also a business stimulant*

FIRST PUBLIC MUSICALE

GIVEN BY PUPILS OF

Hampden School

BALTIMORE



THE AUDITORIUM

Thursday Evening, May First

AT EIGHT-THIRTY

18 Point 10 A 19 a

ENTERPRISE
*Maine scientist
received medal*

14 Point 15 A 29 a

HUGE BUILDING
*Beautiful entrance
lends enchantment*

12 Point 16 A 31 a

FOREIGN ARTISTS
*Danish military band
rendered remarkable
descriptive overtures*

72 Point

3 A 4 a

Nigh

60 Point

3 A 5 a

Effort

48 Point

4 A 6 a

MINDS

Striped

42 Point

4 A 8 a

HOMES

Diligent

36 Point

5 A 8 a

BOUNCE

Rejection

30 Point

6 A 12 a

NUMBERS

Proficiency

24 Point

6 A 12 a

HISTRIONIC

Fine Mansion

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z & \$ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m
n o p q r s t u v v w w x y z ff fi fl ffi ffl " " . , - ' ' : ; ! ?

The Bodoni Family

BEAUTIFUL PRINTING is an educator, the same as is any art. *The thoughts of an author take on added values by reason of it.* The mind is always receptive in proportion as it is helped to comprehend the real meaning of the writer. Nothing will assist more than an effective page of nicely printed type in enabling readers to arrive at that meaning quickly and easily, and for this purpose the *members of the Bodoni Type Family* are not surpassed for power and beauty.

AMERICAN TYPE FOUNDERS SALES CORPORATION

Ultra Bodoni

120/96 Point ★ 3 A 4 a

I GOT

96/84 Point ★ 3 A 4 a

Sit IN

84/72 Point ★ 3 A 4 a

HEled

72 Point 3 A 4 a

Hit FIN

60 Point 3 A 5 a

INK slab

48 Point 3 A 6 a

First SALE

42 Point 3 A 6 a

BIG displays

★ 120, 96 and 84 Point, excepting the lowercase descenders and the cap Q and \$, are cast on one size smaller body

36 Point 4 A 7 a

Right PEN

30 Point 5 A 9 a

**MAGICIANS
Improve Act**

24 Point 6 A 11 a

**FINE TROPHY
Original Model**

18 Point 9 A 18 a

**NEW GOLF COURSE
Splendid Recreation**

14 Point 13 A 26 a

**LARGE BANK DEPOSITS
Checking Account Opened**

12 Point 15 A 30 a

**IMPROVE RADIO STATION
Arrange Splendid Programs**

10 Point 19 A 37 a

**PROCURED FINANCIAL BACKING
Merchant Receiving Liberal Credit**

8 Point 20 A 38 a

**ANTIQUATED MACHINERY REPLACED
Progressive Printer Reduced Expenses**

6 Point 22 A 40 a

**DILIGENT WORKMAN EARNED PROMOTION
Superintendent Recognized Executive Ability**

Characters in Complete Font

**A B C D E F G H I J K
L M N O P Q R S T U V
W X Y Z & \$ 1 2 3 4 5
6 7 8 9 0 a b c d e f g h
i j k l m n o p q r s t u
v w x y z . , - ' ' : ; ! ?**

Characters below are cast recessed in sizes from 30 to 120 Point

A F L P T V W Y

Ultra Bodoni Italic

14 Point 12 A 24 a

TELEVISION
*Offers newest
transcription*

12 Point 14 A 28 a

ENCOURAGES
*Bright printer
exercised care*

10 Point 17 A 34 a

NOVEL PICTURE
*Austrian scholars
attend art exhibit*

8 Point 19 A 38 a

FORTUNE HUNTER
*Every business open
to future merchants*

6 Point 20 A 40 a

STUDENT REWARDED
*Creating original ideas
brings rapid promotion*

36 Point 5 A 8 a

MIST
Eagle

30 Point 5 A 9 a

RINGS
Curfew

24 Point 6 A 10 a

EDITOR
Printing

18 Point 9 A 18 a

ORGANIZE
Community

72 Point 3 A 4 a

FAIR
Sting

60 Point 3 A 5 a

HONE
Dispel

48 Point 4 A 6 a

NAMES
Eagerly

42 Point 4 A 7 a

REFUND
Lost Ship

Characters in Complete Font

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. , - ' ' : ; ! ?

Characters shown below are cast recessed in sizes from 30 to 72 Point

A F L P T V W Y

Complete angle body fonts, in sizes 24 to 72 Point, will come to you in parcels as follows:
Caps A to Z & - Lowercase a to z - Figures 1 to 0 \$ £ - Points . , - ' ' : ; ! ?

6 to 18 Point sizes of Ultra Bodoni Italic are cast only on the regular straight body

Ultra Bodoni Extra Condensed

36 Point

4 A 8 a

GREAT RIDER
Improve Style

30 Point

6 A 10 a

EARLIER POEMS
Players Rejected

24 Point

7 A 15 a

HONORED STUDENT
Receives High Honor

18 Point

11 A 22 a

INCOME TAX REDEMPTION
Characteristic Experiments
Highest Grade Quality Foods

12 and 14 Point sizes in preparation

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' ' : ; ! ?

72 Point

3 A 4 a

8 NUMBER
Nice Circus

60 Point

3 A 5 a

LONELY GIRL
Forms Bank 2

48 Point

4 A 5 a

MODERN MINER
Respected Major

42 Point

4 A 6 a

EXPLORED RIVERS
Nomadic Craftsmen
Beautiful Sculpture

Garamond Open

72 Point 4 A 6 a

BIG Specialty

60 Point 5 A 7 a

Dignified MAN

48 Point 6 A 10 a

BEST Clothing Sold

42 Point 6 A 11 a

Plays Excellent MUSIC

36 Point 7 A 12 a

OPEN Fine Haberdashery

30 Point 8 A 14 a

Exquisitely Designed GOWNS

24 Point 9 A 19 a

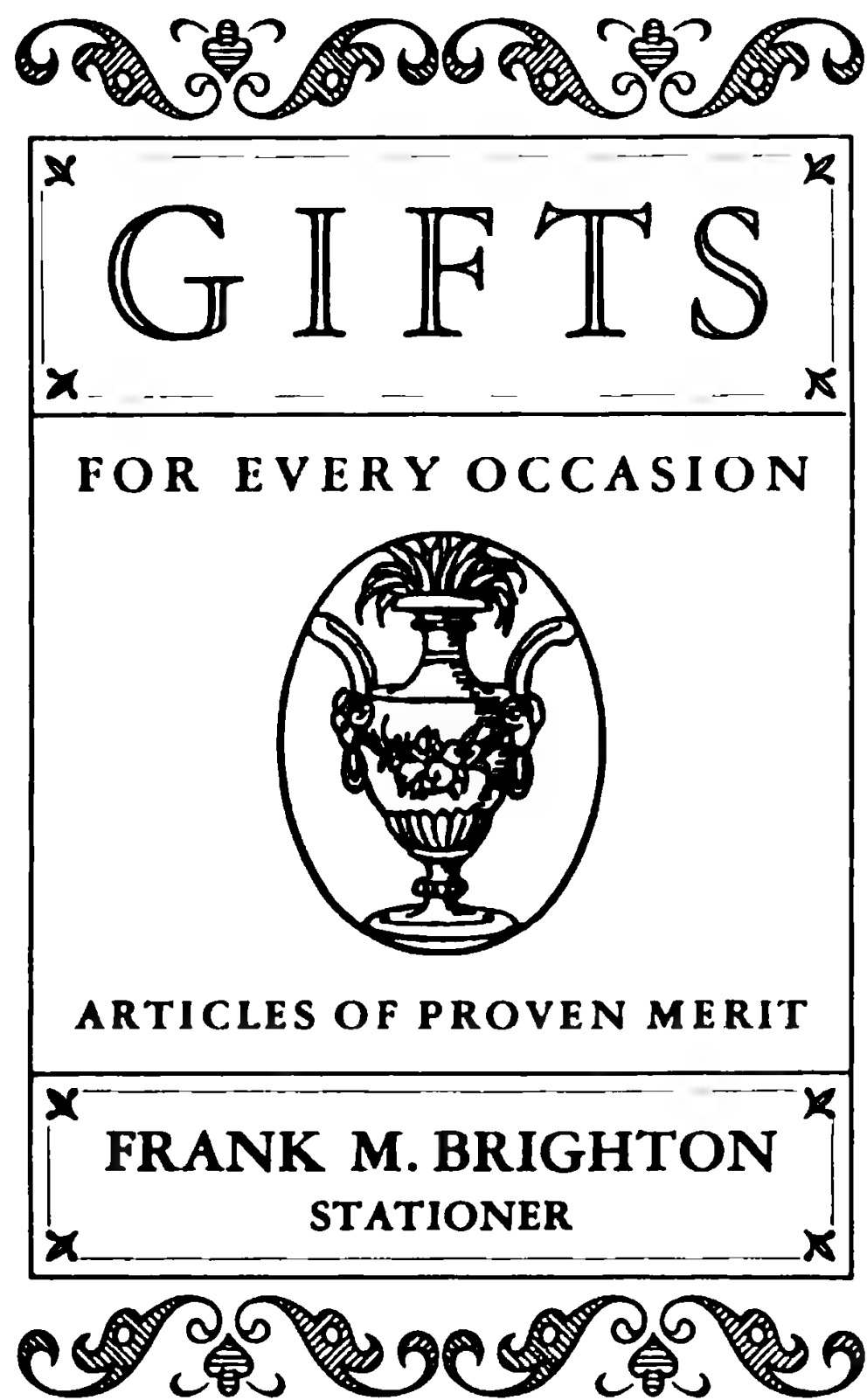
SUPERIOR Manufacturing Companies

18 Point 15 A 29 a

Delightful Performance Pleases Large AUDIENCE

Characters in Complete Font

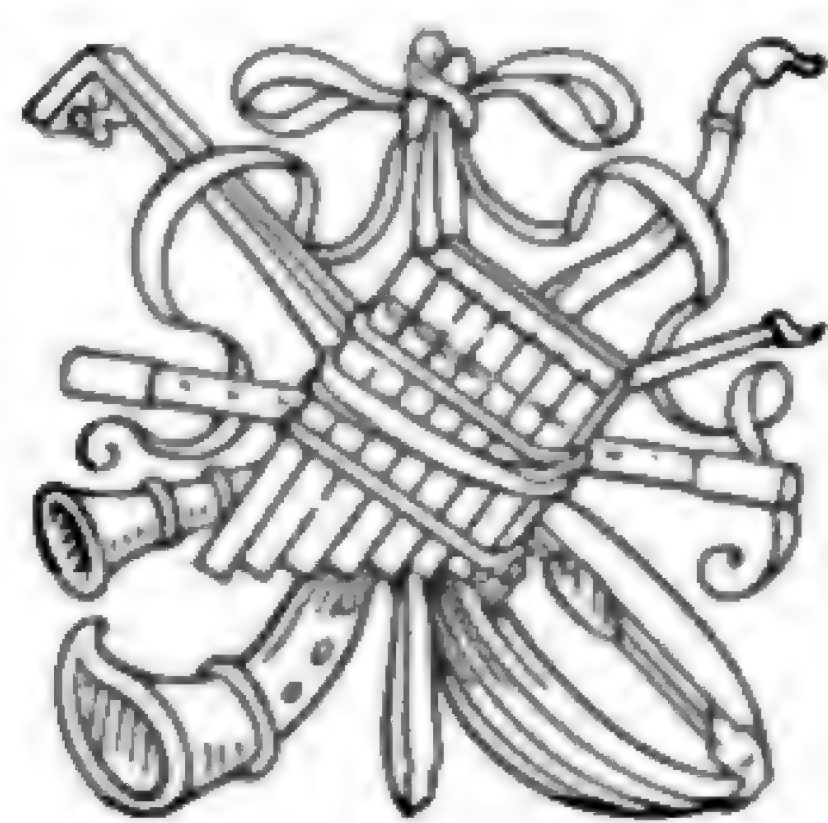
A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z & \$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v w x y z
. , - ' ' : ; ! ?



Garamond Series



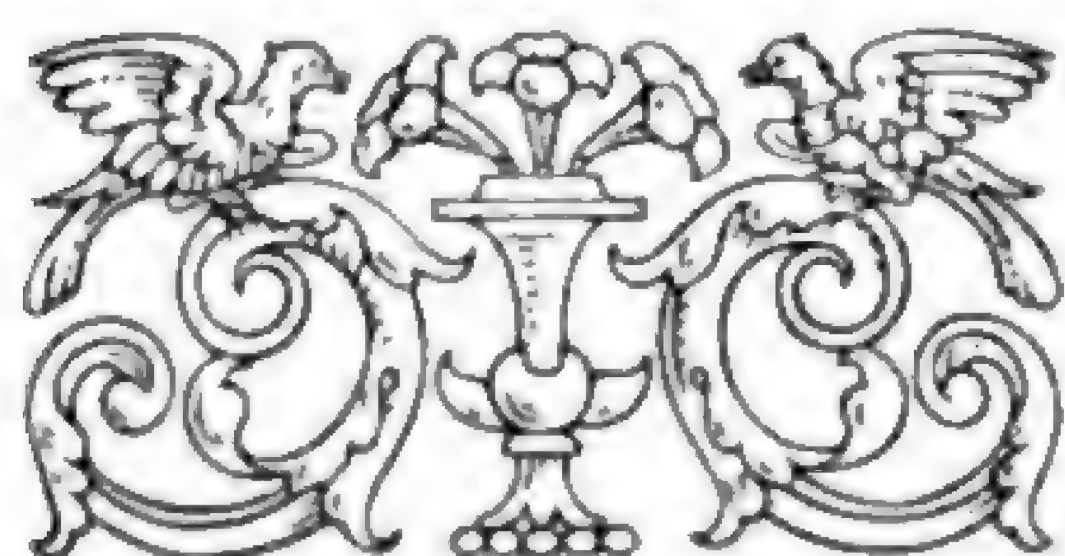
THE complete list of concert artists of the highest musical standing whose names are printed here will appear under our personal direction during the coming season. To those who are familiar with the exacting standards of this office and with its reputation in the past no further introduction than the mention of these renowned names will be necessary. Broxton concerts never disappoint



THOSE interested in the drama, classic and contemporary, are sure to find our stock of plays and works on dramatic literature and technique in all its branches unrivalled by that of any establishment in the city. We have specialized in books of this kind for many years and we offer our knowledge in this department to any who care to avail themselves of this service

ADAMS BOOK SHOP

136 HARCOURT STREET



CLELAND BORDER AND ORNAMENTS

72 Point

Marks

4 A 6 a

60 Point

Sighted

5 A 7 a

48 Point

Eruption

6 A 10 a

42 Point

MODELS

6 A 11 a

Delighted

36 Point

INSPIRED

7 A 12 a

Huge Clock

30 Point

RESIGNS
Helps Girl

8 A 14 a

24 Point

ROMANCE
Gay songbird
returns home

9 A 19 a

18 Point

MONUMENTS
BEGUN memorial
dedicated to hero

15 A 29 a

16 Point

ENTERPRISING
FRENCH musicians
banqueted by club

17 A 34 a

14 Point

BRIGHT PERSONS
NUMBER among your
virtues piety and truth

22 A 42 a

12 Point

INTRODUCING
ENGLISH STYLE
SEVERAL importing
establishments will
show latest designs
in silks and satins by
foreign textile mills

24 A 47 a

10 Point

DILIGENCE WITH
TRUTH IS GAINED
ROADS seldom are too
wearisome or lengthy
for one who advances

26 A 53 a

8 Point

BROAD INFLUENCE
OF CORDIAL CHATS
REAL enjoyment is never
derived from books until
ideas thus obtained have
been ventilated in sound
conversation with others

26 A 53 a

6 Point

GREAT DANGER MAKES
MEN MORE INFLEXIBLE
STRONG courage increases the
chances of success oftentimes
by creating opportunities and
availing itself of them. It gives
the strength and power to see
and overcome hidden dangers

30 A 60 a

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z & \$ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j
k l m n o p q r s t u v w x y z Æ Š Œ ſ ſ ſ ſ ſ . , - ' ' : ; ! ?

SMALL CAPS from 6 to 18 Point are put up separately and furnished only when specially ordered

The following characters are fonted separately and furnished only when specially ordered

Garamond Word Terminals
Made in sizes 6 to 72 Point inclusive

a e m n t

Garamond Oldstyle Figures
Made in sizes 6 to 72 Point inclusive

\$ 1 2 3 4 5 6 7 8 9 0

Garamond Auxiliaries—Made in sizes 6 to 18 Point inclusive

9 @ % ¼ lb 7 8 9 10 11 12 13 14 15 16 17 18 19 20

¢ ¨ » ~ ~ ~

Braces are cast smaller than regular font bodies

Garamond Italic

12 Point 24 A 48 a
SECURE DESIGN
FOR MAGAZINE
Display of new styles in typography proved interesting exhibit at recent shows. Student exhibition very clever

10 Point 27 A 54 a
COLONIAL PERIOD
TIME OF PROGRESS
Faithful workers should evince a continual desire to surpass their previous efforts each eventful day

8 Point 30 A 60 a
FINER FRENCH TYPE
CAST BY GARAMOND
The very neat work turned out by printers centuries ago astonishes people to-day and especially if we consider the equipment at their disposal

6 Point 32 A 63 a
CLEVER ORGANIZATION
SPECIALIZING METHODS
Experience has greatly extended and immensely broadened ideas governing the management and development of business. During this productive period many fine records of efficiency were reported

24 Point 10 A 19 a
DIGESTION
Fine samples of imported frocks attract maiden

18 Point 16 A 28 a
MISCONSTRUE
Conscientious effort stamps the work of true craftsmanship

16 Point 17 A 34 a
GOVERNMENTS
Eastern organization distributing religious tracts through station

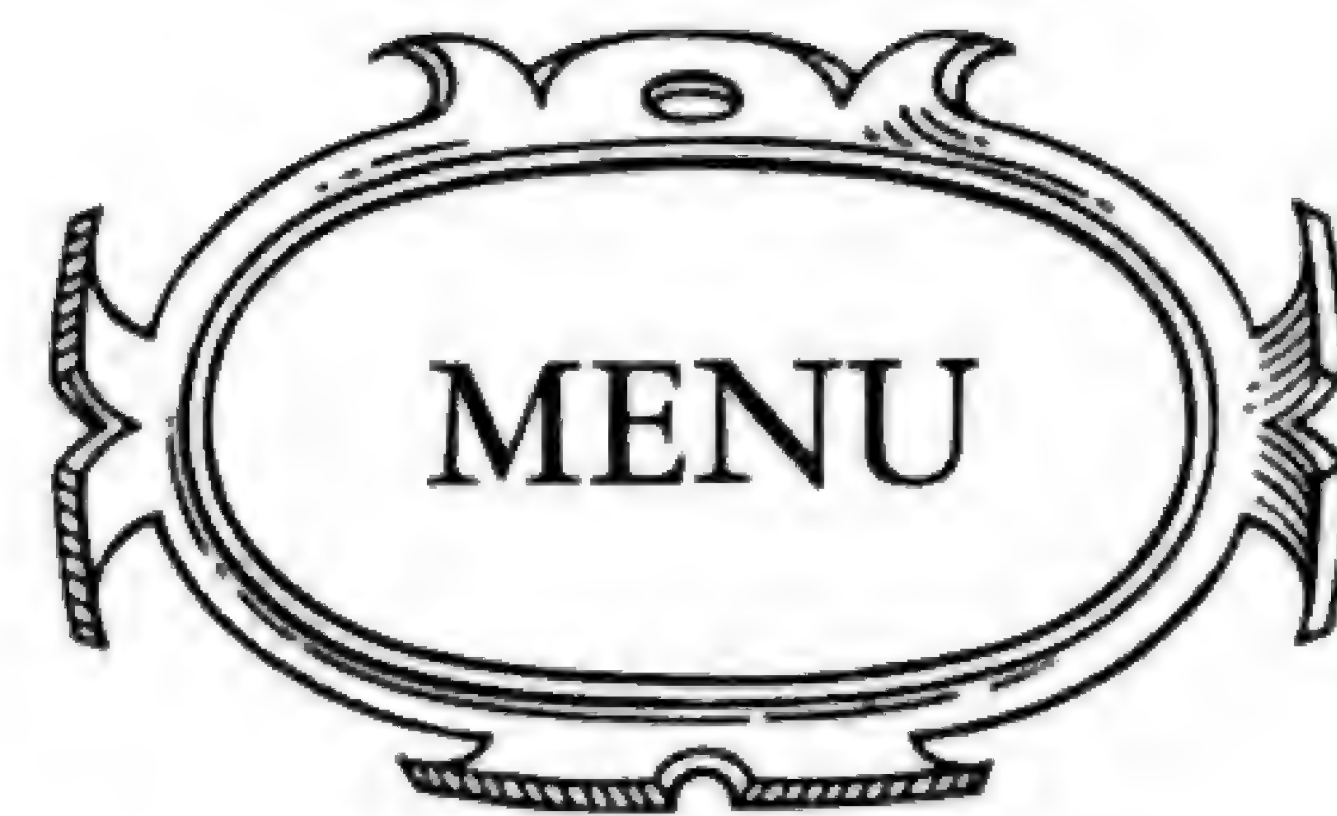
14 Point 22 A 44 a
NOBLE PRIVILEGE
Pleasingly designed type faces favorably influence the cause of fine printing

48 Point 6 A 10 a
FORCED
Displayed

42 Point 7 A 12 a
HOMING
New Basket

36 Point 7 A 12 a
METHODS
Unfrequented

30 Point 9 A 16 a
ECONOMIZE
Color in printing is very attractive



HORS D'OEUVRES
 CONSOMME ROYALE
 au croutons

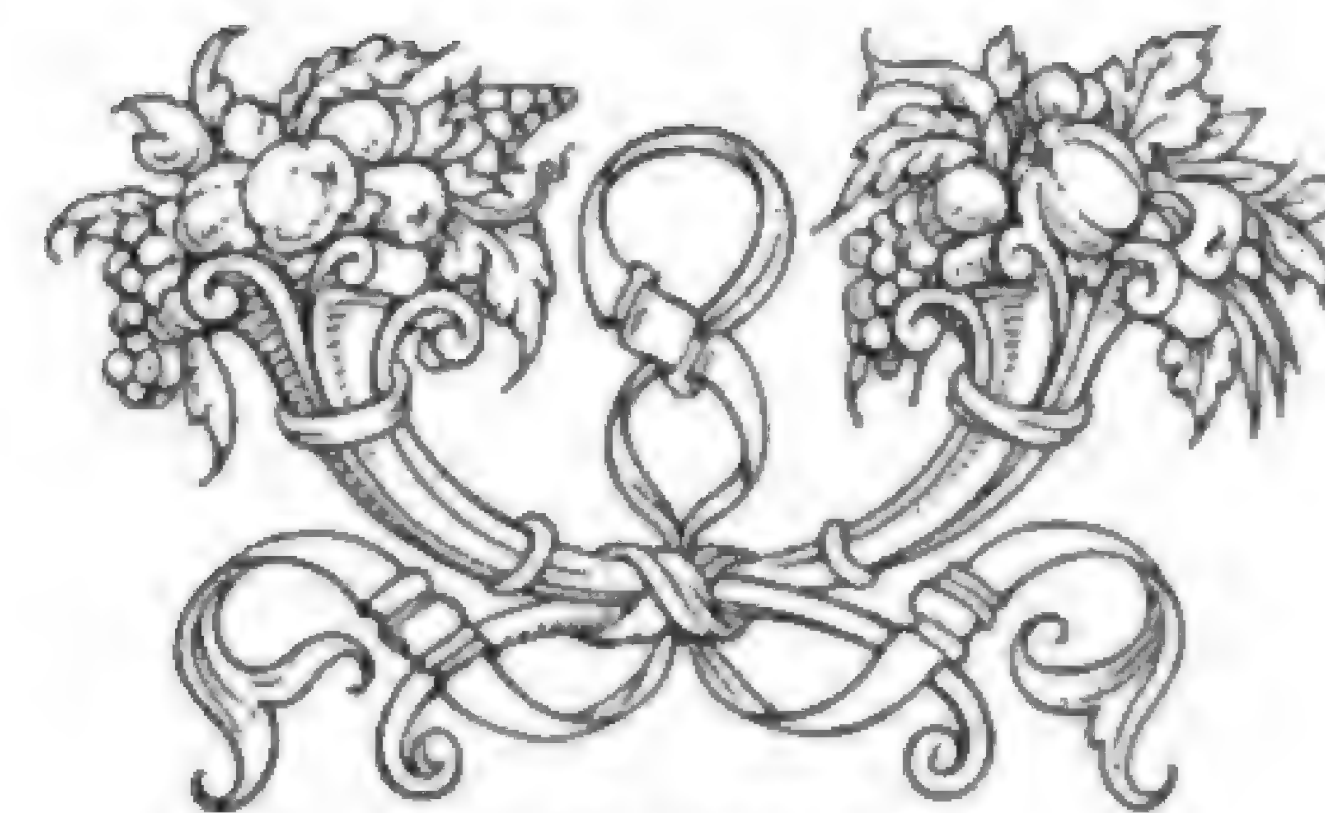
BROOK TROUT
 Celery Sauté Meuniere Olives

RIS DE VEAU
 Montebello
 Petit Poids à l'etuvée

SELLE D'AGNEAU
 Colbert

COEURS DE LAITU
 COUPE GARAMOND
 Petit Fours

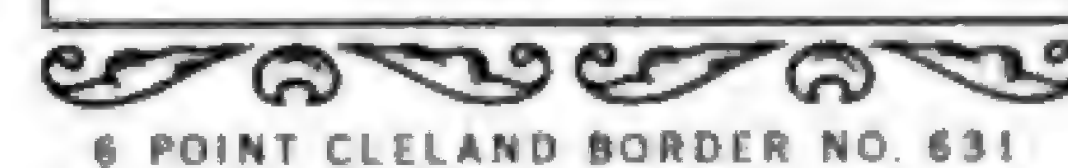
CAFE



CLELAND ORNAMENTS

SPOTS

A SPOT OF COLOR
 HERE AND THERE
 WILL DOUBLE THE
 VALUE OF PRINT-
 ING. MANY NEW
 AND BEAUTIFUL
 ORNAMENTS ARE
 DISPLAYED FOR
 THE FIRST TIME IN
 THIS CATALOGUE



IMPORTANT NOTICE

Garamond Italic, 24 to 48 Point, is cast on Angle Body without overhangs as well as on regular body. Angle Body fonts are packed in parcels as follows: Caps A to Z &—Lower-case a to z—Figures 1 to 0 \$ £—Points . , - ' ' : ; ! ?—A liberal supply of Angle Body Spaces furnished with fonts, and extra fonts of spaces are obtainable.

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W X
 Y Z & \$ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o p q r s t
 u v w x y z . , - ' ' : ; ! ?

These characters are supplied with all regular italic fonts but not made on Angle Body

ff fi fl ffi ffl as is us et fr ll sh st tt

The following characters are fonted separately and furnished only when specially ordered. They are not made on Angle Body.

Garamond Italic Swash Letters. Made from 6 to 48 Point.

A B C D E G L M N P R T Y &

Garamond Italic Word Terminals

a e m n l The

Made from 6 to 48 Point

Garamond Italic Quaint Characters

fff fi fl ffi ffl as is us et fr ll sh st tt

Made from 6 to 24 Point only

Garamond Italic Oldstyle Figures

1 2 3 4 5 6 7 8 9 0 \$

Made from 6 to 48 Point

Garamond Bold

120 Point 3 A 4a

Lytic

96 Point 3 A 4a

Night

84 Point 3 A 4a

Staples

72 Point 4 A 6a

Gradual

60 Point 5 A 7a

Delighted

48 Point 5 A 9a

Reimbursed

42 Point 6 A 10a

Natural Form

✿ TYPOGRAPHY SENDS
KNOWLEDGE ABROAD
AS HEAVEN SENDS THE
RAIN · ONE FRUCTIFIES
THE SOIL, THE OTHER
MAN'S INTELLIGENCE

3 POINT TEAGUE BORDER NO 322

36 Point 6 A 11a

Scriptural

16 Point 15 A 30a

FINE AMBITION
Exhibits Machinery

30 Point 8 A 14a

HISTORIC
Enthusiasm

14 Point 20 A 40a

GREAT COUNTRY
Marvelous Landscape

12 Point 22 A 44a

EXCELLENT GOWNS
Displayed Latest Model

24 Point 8 A 17a

NEIGHBORS
Local Problem

10 Point 23 A 47a

WEEKLY CONFERENCE
Housewives Outlined Plan

8 Point 26 A 50a

AID SCIENTIFIC RESEARCH
Newest Devices and Inventions

18 Point 13 A 26a

UNDERSTUDIES
Rapidly Improved

6 Point 28 A 54a

PROGRESS IN PUBLIC SCHOOLS
Employing Many Printing Instructors

Characters in Complete Font

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z & \$ 1 2 3 4 5 6
7 8 9 0 a b c d e f g h i j k l m n o p q
r s t u v w x y z ff fi fl ffi ffl . , - ' ' : ; ! ?

Oldstyle Figures

Made in sizes from 6 to 72 Point only. Fonted separately and furnished only
when specially ordered

I 2 3 4 5 6 7 8 9 0 \$

: [30] :

Garamond Bold Italic

Characters in Complete Font

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0 a b c d e f g h i
j k l m n o p q r s t u v w x y z
. , - ' ' : ; ! ? { }

Swash Characters are included in all fonts 6 to 48 Point inclusive on regular body but are not included with Angle Body. They are also put up and sold in separate fonts in sizes 6 to 72 Point for both regular and Angle Body

A B C D E G L M N P R T Y & The
a e k m n t v w ff fi fl ffi ffl
as is us et st ll sp tt fr gy ke

Garamond Bold Italic Lining Figures

Lining Figures furnished in separate fonts, or will be supplied in the regular fonts instead of Oldstyle Figures when so specified on the order

1 2 3 4 5 6 7 8 9 0 \$

IMPORTANT NOTICE

Garamond Bold Italic, sizes 24 to 72 Point, cast on Angle Body without overhangs as well as on regular body. Angle Body fonts are packed in parcels as follows: Caps A to Z & - Lowercase a to z - Figures 1 to 0 \$ & - Points . , - ' ' : ; ! ? { } - Extra fonts of Angle Body Spaces are obtainable

30 Point 8A 14a

ORDERED PRINTING
Newest Specimen 1234678

12 Point 23A 44a

NORTHERN CAMPS
Summer campers locate
very fine fishing stream

10 Point 26A 50a

BEAUTIFUL SCENERY
Pretty mountain lakes and
rivers afford great pleasure

8 Point 28A 56a

GOOD PLEASURE RESORT
Every summer many thousands
visit this ideal vacation region

6 Point 30A 60a

MOST REFINED ATMOSPHERE
Countless laks and rushing streams
are the haunts of rural walking clubs

24 Point 10A 17a

MODERNIZE
Historic Record

18 Point 15A 28a

BLEAK GROTTTO
Sublime Atmosphere

16 Point 16A 29a

INSPIRING DEEDS
Charming Decoration

14 Point 21A 37a

PICTURESQUE GLENS
Ohio Lakes Attract Many

72 Point 4A 6a

MINED
Brightest

60 Point 5A 7a

CHINESE
Mysterious

48 Point 6A 10a

HUNDRED
Special Night

42 Point 8A 12a

REGIMENTS
Dutch Tapestry

36 Point 8A 13a

EXPERIENCES
Unique Sensation

Goudy Oldstyle

72 Point 4 A 6 a
 RICH
 Spirits

60 Point 5 A 7 a
 MODE
 Highest

48 Point 5 A 9 a
 NOTICE
 Bright lad
 leads class

42 Point 5 A 10 a
 DANCED
 Celebrated
 big holiday

36 Point 6 A 10 a
 HOME
 Quaint

30 Point 7 A 14 a
 FOUND
 Musician
 delighted

24 Point 8 A 16 a
 NOTICES
 Unfinished
 framework

18 Point 12 A 23 a
 MECHANIC
 GIVES experts
 usual warning

14 Point 17 A 34 a
 EXPERIMENTS
 BRIGHT magician
 spent much time
 unraveling tricks

12 Point 21 A 40 a
 GRAND PICTURE
 RECENT photographs
 inspire many leading
 theatrical promoters

10 Point 24 A 48 a
 PERFECT SPECIMEN
 SIMPLE design exhibited
 considered very artistic
 for modern typography

8 Point 27 A 54 a
 CUT-COST EQUIPMENT
 MODERN cabinets containing
 leads and quads reduce labor
 costs considerably. Efficiency
 material creates large profits

6 Point 29 A 58 a
 STIMULATING PRODUCTION
 PROGRESSIVE printers recognize the
 fact that economy lies in equipping
 their plants with modern materials
 and machinery. Now is the time, as
 every minute lost swells the pay roll

Characters in Complete Font

A B C D E F G H I J K L M
 N O P Q R S T U V W X
 Y Z & \$ 1 2 3 4 5 6 7 8 9 0
 a b c d e f g h i j k l m n o p q
 r s t u v w x y z ff fi fl ffi ffl ct
 ¶ § . , - ' : ; ! ?

SMALL CAPS from 6 to 18 Point, and Oldstyle Figures
 1234567890 in all sizes, are put up in separate fonts and furnished
 only when specially ordered

1
 2
 3
 4
 5
 6
 7
 8
 9
 0

60 Point Figures
 set solid

The
HENDERSON
GALLERIES

63 Ardsley Court
NEW YORK



Exhibition
& Sale

OF A COLLECTION OF

Old English
Antiques

FROM THE
GENERAL WOLFE
MANSION

Roxbury, Mass.

THIS fine collection is
offered for sale at the
order of MR. JOHN BLUNT
of London. It consists of
the complete furnishings
of the mansion including
wood carvings, paintings,
sculpture, vases, wrought
iron and many heirlooms
and highly prized
rare books.



Sale starts
Friday, May 8th

at three o'clock, under
the direction of

MR. EDWIN BLAKE

Goudy Italic

★72 Point

3 A 5 a

Enlist

★60 Point

4 A 7 a

Restful

★48 Point

5 A 9 a

Singular

★42 Point

6 A 10 a

CREAM
Graphites

36 Point

6 A 11 a

PRINTERS
Harpsichord

30 Point

7 A 14 a

MECHANIC
English Subject

24 Point

9 A 18 a

INTRODUCED
Quaint Inhabitant

18 Point

14 A 28 a

MODERN SYSTEM
Large Mercantile Firm

14 Point

19 A 36 a

EXCURSION STEAMER
Delights Numerous Children

12 Point

24 A 46 a

BEAUTIFUL COMPOSITION
Hartford Sculptor Awarded Medal

10 Point

26 A 52 a

PRINTING LEADING MANKIND
Michigan College Students Enlightened
Bright Scholars Learning Graphic Arts

8 Point

29 A 58 a

ENFORCES FIRE PREVENTION RULES
Drastic Regulations Ordered by Advisory Board
Brilliant Artist Receives Highest School Award
Sculptor Beginning Statue Destined For Library

6 Point

33 A 65 a

AMERICAN TYPE STYLES INCREASE BUSINESS
National Advertisers Demand Latest Typographic Designs
Magnificent Craftsmanship Delighted Cultured Audience
Interesting Specimens Inspired Printers Attending Exhibits

Characters in Complete Font

A B C D E F
G G H I J K
L M N O P Q
R S T T U V
W X Y Y Z
& \$ 1 2 3 4 5 6
7 8 9 0 a b c d e
f g h i j k l m n o
p q r s t u v w x
y z ff fi fl ffi ffl
Qu et . , - ' ' : ; ! ?

★New Sizes

22 Point

Her KIN

2 A 5 a

12 Point

BACKBONE
Monthly sales
are expanding

11 A 24 a

24 Point

23 A 44 a

SELECTED CLERK
Expensive handmade
papers are much used
at the present time for
the finest sort of work

24 Point

NEW Cars

1 A 5 a

14 Point

LAST EDITION
The best books of
fiction seldom fail
to have good sales

17 A 24 a

8 Point

25 A 51 a

EXCITING QUESTION
Newsprint is consumed in
enormous amounts by the
city newspapers especially
for the Sunday editions of
several bulky supplements

42 Point

Quick MOVE

5 A 5 a

12 Point

PRODUCTS SOLD
Men are interested in
all matters pertaining
to their own business

20 A 32 a

6 Point

30 A 6 a

COMPLICATED MACHINES
The wood pulp used for making
newsprint contains the original
impurities present in the wood
that is why our newspapers turn
quite yellow and become brittle

42 Point

5 A 9 a

KINGS
Blandly

TO THE RISING
PROFESSIONAL MAN

NOW THAT YOUR EFFORTS
SEEM TO BE CARRYING YOU
FORWARD - THAT YOU ARE
GETTING TO THE POSITION
THAT WILL MEAN SUCCESS,
YOU SHOULD KNOW HOW
IMPORTANT IT IS FOR YOU
TO CONSERVE AS MUCH AS
POSSIBLE OF YOUR ENERGY.
IF IT IS NEEDLESSLY SPENT
IN CARS AND TRAINS, YOU
WOULD DO WELL TO LOOK
AT APARTMENTS WE HAVE
VACANT IN GRACE COURT
WEST TWELFTH STREET
IN THE HEART OF THE
BUSINESS DISTRICT
OF NEW YORK

Characters in Complete Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ&\$1234567890ab
cdefghijklmnopqrst
uvwxyzffiffiffiffi.,-':;!?

26 Point

6 A 16 a

HERON
Madrigal

20 Point

6 A 12 a

NUMBER
Rhapsodist

24 Point

8 A 16 a

UNIFORMS
Philanthropy

VANITY BEAUTY SALON

Ralston Road, near Sandringham Park

A SHOP of rare charm and
distinction that caters only
to women of discriminating
taste and refined judgment

••• ••• •••

Telephone for an Appointment



Now
under
the
exclusive
control of
MME.
BONELLE

10 Point 24 A 48 a
SENSIBLE ACTION
*Only few are qualified
 o shine in society; but
 t is possible for almost
 ll men to be agreeable*

18 Point 18 A 24 a
FRANCHISE
*Grand opening
 for trade school*

72 Point 3 A 5 a
Right End

Point 26 A 51 a
PROFIT BY MISTAKES
*Experience is a safe light to
 walk by and he is not a rash
 man who expects to succeed
 n future by the same means
 hat helped him in days past*

14 Point 16 A 32 a
HARMONIOUS
*Enjoyable musical
 selections heard by
 means of the radio*

60 Point 3 A 5 a
Society Girls

Point 30 A 60 a
MEDICAL COURSES LIKED
*Reading is to our minds the same
 is exercise is to our bodies. By the
 me, health is greatly invigorated
 ind preserved; by the other, virtue
 which is the health of the mind is
 kept alive and tenderly cherished*

12 Point 22 A 42 a
CENTER MARGIN
*Rare manuscripts and
 books often yield ideas
 that are very practical*

48 Point 5 A 9 a
One Certificate

Characters in Complete Font

A B C D E F G H I J
 K L M N O P Q R
 S T U V W X Y Z &
 1 2 3 4 5 6 7 8 9 0 \$
 a b c d e f g h i j k l m n
 o p q r s t u v w x y z
 ff fi fl ffi ffl æ . , - ' ' : ; ! ?



DURING DECEMBER



AN EXHIBITION
 ~OF~
 PAINTINGS

WATER COLORS
 ETCHINGS AND DRAWINGS OF
 INTERIORS



ROMANO STUDIO

42 Point 6 A 10 a

HOME
Unfilial

36 Point 6 A 11 a

EDITOR
Breakfast

30 Point 7 A 14 a

DUBIOUS
Melancholy

24 Point 8 A 16 a

UNSPOKEN
Phantom Ship

SPECIAL CONSIDERATION has
 been given to register, durability, rigidity of impres-
 sion, easy running qualities, speed and distribution, in
KELLY AUTOMATIC PRESS
 construction. No effort is spared to produce a high-grade
 dependable printing unit to meet conditions as they
 are found in the up-to-date, progressive printing office.

Goudy Bold

★120 Point

3 A 4 a

30 Point

6 A 12 a

HE is

PRINTS Booklet

24 Point

8 A 16 a

Brought SPECIMEN

★96 Point

3 A 4 a

Dry IT

18 Point

12 A 23 a

10 Point

23 A 46 a

NEIGHBOR
Help another
general cause

EXPERTS DECIDE
Gathering in lyceum
creates development
regarding imports of
foreign merchandise

★84 Point

3 A 4 a

NO hat

14 Point

17 A 32 a

8 Point

25 A 50 a

DESIGN BOND
Exhibit beautiful
document before
critical audiences

MAKES FINAL PLANS
Passenger resumes travel
after long and wearisome
months spent in locating
wonderful marble quarry
for building corporations

72 Point

3 A 4 a

Dial

60 Point

3 A 5 a

Sight

48 Point

4 A 8 a

Baked

42 Point

5 A 9 a

Ringlet

36 Point

5 A 10 a

Epitaphs

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q
R S T U V
W X Y Z &
\$ 1 2 3 4 5 6
7 8 9 0 a b c
d e f g h i j k l
m n o p q r s
t u v w x y z
ff fi fl ffi ffl
. , - ' ' : ; ! ?

★New Sizes

Catalogue
of
Prints & Etchings
Rare Books
on
Fine and Applied
Art

Telephone
14 Deal

Metropolitan Galleries
South Manchester

NON-KERNING

Goudy Bold Italic

10 Point

23 A 45 a

TENTH LECTURE
Most knowing judges
continue granting the
youth letters praising
comprehensive theme

18 Point

12 A 23 a

CONQUERS
Several tender
vines matured

72 Point

3 A 4 a

Big RUN

8 Point

26 A 52 a

ENTHUSE BUILDERS
Prosperous manufacturer
recently notified employes
who contemplate erecting
houses immediately of his
indiscriminate assistance

14 Point

17 A 34 a

NICE SERVICE
Prominent mayor
from remote town
craves ceremonies

60 Point

3 A 5 a

DIGS Hole

5 Point

29 A 58 a

FINEST ENTRANCE GATE
The thought commonly coupled
with a gate is its intention as a
barrier stopping the entrance of
unwelcomed guests, yet in these
days a flowery garden entrance
may attract rather than restrict

12 Point

21 A 41 a

ENJOY OUTINGS
Kindergarten lecture
receives compliments
from grateful patron

48 Point

5 A 8 a

Find UNCLE

§ 37 §

42 Point

5 A 9 a

CHIDE
Helpful

36 Point

6 A 10 a

DINERS
Engulfed

30 Point

7 A 12 a

FURNISH
Neat Styles

24 Point

3 A 16 a

MUNCHEd
Printer aided
deaf students

AMERICAN CUT-COST SYSTEM OF PRINTING PLANT EQUIPMENT



Time-Saving and Space-Saving

American Cut-Cost Equipments are made in
both steel and wood

18 POINT OLD ENGLISH BORDER NO. 40

Characters in Complete Font

A B C D E F G G H I J K L M N O P Q R S T U
V W X Y Z & \$ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i
j k l m n o p q r s t u v w x y z f f i f l f f i f f l c t . , - ' " : ; ! ?

Goudy Handtooled

PATENT APPLIED FOR

★120 Point

IS flat

3 A 4 a

30 Point

6 A 12 a

14 Point

17 A 3 a

RECIPE
Nymphs
soon fled

BURLESQUE
European light
opera with fine
music featured
first showing of
imported plays

★96 Point

Set UP

3 A 4 a

24 Point

8 A 14 a

12 Point

20 A 3 a

HOCKEY
Ice skating
quite early

INDEPENDENT
Remote little isles
given opportunity
to obtain freedom
from foreign king

★84 Point

BIG file

3 A 4 a

18 Point

12 A 23 a

10 Point

23 A 4 a

NEIGHBOR
Helpful hints
about buying

MEN GRADUATE
Students from many
states complete their
courses and graduate
from popular college

72 Point

3 A 4 a

Dial

GOUDY
TYPE FACES

A Showing of Popular Goudy Types

60 Point

3 A 5 a

Sight

48 Point

4 A 8 a

Epoch

42 Point

5 A 9 a

Hybrid

36 Point

5 A 10 a

Epitaphs

CONFIDENCE

FOR YEARS WE HAVE
HELD THE COMPLETE
CONFIDENCE OF OUR
PATRONS AND HAVE
HELPED THEM SOLVE
PRINTING PROBLEMS
THAT ARE ACCEPTED
AS PART OF OUR JOB

ART PRESS

North Hampton
Maine

Characters in
Complete Font

A B C D E F
G H I J K L
M N O P Q
R S T U V
W X Y Z &
\$ 1 2 3 4 5 6 7
8 9 0 a b c d e
f g h i j k l m
n o p q r s t u
v w x y z ff fi fl
ffi ffl . , - ' : ; ! ?

★New Sizes

Goudy Handtooled Italic

PATENT APPLIED FOR

14 Point 17 A 34 a
MODERNIZE
*Improved ways
of manufacture
being employed*

12 Point 21 A 41 a
SUBSCRIPTION
*Notable magazine
increasing number
of pages because of
additional interest*

10 Point 23 A 45 a
HUNTING HORSE
*Southern equestrians
display unusual skill
in handling imported
steeds in circus arena*

30 Point 7 A 12 a
BRAND
Naughty

24 Point 8 A 16 a
GNOMES
Responded
after lunch

18 Point 12 A 23 a
DECEMBER
Quaint dance
was approved

72 Point 3 A 4 a
HOUSE

Big Shop

60 Point 3 A 5 a
REFINES

Insure Life

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q
R S T U V W
X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p q
r s t u v w x y
z ff fi fl ffi ffl ct
. , - ' ' : ; ! ?

GOUDY HANDTOOLED
ITALIC
REGULARLY USED
IN DISPLAY
EFFECTIVELY IDENTIFIES
& CALLS ATTENTION
TO THE
MESSAGE OF THE
ADVERTISER



ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
\$1234567890

48 Point 5 A 8 a
MINE
Judges

42 Point 5 A 9 a
KINGS
Spirited

36 Point 6 A 10 a
DRONE
Northern

Goudy Cursive

★72 Point 3 A 5 a

Intelligent Question

★60 Point 4 A 7 a

Symphonic Orchestras

★48 Point 5 A 9 a

Locate & Mysterious Explorer

★42 Point 6 A 10 a

Foreign Business Shows Growth

36 Point 6 A 11 a

Methodical

30 Point 7 A 14 a

Quaint Etching

24 Point 9 A 18 a

Anniversary Sales

18 Point 14 A 28 a

Splendid Achievement

14 Point 19 A 36 a

Marvelous Jewels Displayed

12 Point 24 A 46 a

Gigantic Opportunities Everywhere

10 Point 26 A 52 a

Distinguished Orator Scores Pessimists

8 Point 29 A 58 a

Beautiful Gardens Blossoming With Flowers

6 Point 33 A 65 a

Prominent Merchants Advocate Universal Cooperation

Characters in Complete Font~

A A B C D E F G H I J
K K L M N N N O P Q R R
S T U V W X Y Z Qu Qu
Th U \$ 1 2 3 4 5 6 7 8 9 0
a b c d e e f g g h i j k k l
m m n n o p q r s t r u
v v w w x x y z ff fi fl ffi ffl
qu ct st fs . , - ' ' : ; ! ? ~ ~ ~ ~

THE capital letters shown below are cast in special molds which provide a lug or projecting body that forms a partial mortise for the overhanging part of the letter and makes the overhang as strong as the body itself. The introduction of these lugs on the type necessitates the casting of lower-case vowels on a smaller body than that of the capitals, in order that the lines may be easily justified. These letters are furnished with all fonts from 18 to 72 Point

K N N R Z a e i o u

Character QU not made in 42, 48, 60 and 72 Point sizes

★ New Sizes

Goudytype Series

72 Point 3 A 4 a

GEMS

Richly

60 Point 3 A 5 a

MUSIC
Original

48 Point 4 A 7 a

FICTION
New Story

42 Point 5 A 8 a

EXHIBITS
Modernistic
type designs

36 Point 5 A 9 a

HIDES
Expired

30 Point 6 A 10 a

MOTOR
Specialize

24 Point 7 A 13 a

POSITIVE
Right Kind

18 Point 10 A 20 a

CONGENIAL
Lodge member
inspired guests

14 Point 15 A 31 a

FINE CITIZENS
Splendid tribute to
aged public official

12 Point 17 A 35 a

GRAND SHOWING
Big municipal pageant
thrills large gatherings

10 Point 20 A 40 a

GROWING SUBURBS
Local contracting concern
erecting marble structures
of early Swiss architecture

8 Point 22 A 45 a

PICTURESQUE SCENERY
Our many national parks offer
visitors views of much interest
and unusual beauty and charm

6 Point 25 A 52 a

ADVERTISERS PLEASE NOTICE
This new design should interest those
who desire a fresh, out-of-the-ordinary
touch in their printing and advertising

Characters in Complete Font

A A B B C D D E F
G H H I J K L M M
N N O P P Q R R S
T T U V W X Y Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi fl ffi ffl a . , - ' ' : ; ! ?

★144/120 Point

3 A 4 a

18 Point

12 A 24 a

IF Set

INTERESTING TOPIC
enjoyable speaker quoted
some contemporary poets

★120/96 Point

3 A 4 a

14 Point

20 A 40 a

Ink ON

PRAISES MODERN TREND
distinguished advertising expert
eloquently defended modernism

12 Point

24 A 48 a

USING TRADITIONAL METHOD
finest pottery and fabrics are produced
successfully upon old looms and wheels

10 Point

26 A 52 a

PRODUCING SUPERFINE PRINTING
enterprising publishing house with splendid
facilities was awarded some large contracts

★96/84 Point

3 A 4 a

48 Point

4 A 6 a

Kite

Speaker

8 Point

28 A 56 a

ADVERTISING TECHNIQUE SHOWS CHANGE
economical business methods demand that publishers
produce magazines with intelligently arranged formats

6 Point

32 A 64 a

THINKING STRAIGHT BECOMES MOST NECESSARY
exact conditions that nowadays confront executives require
that the technique of advertising and marketing be understood

★84/72 Point

3 A 4 a

42 Point

4 A 7 a

Melt

Resigning

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z & \$ %
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. , - ' ' : ; ! ? . ♦

Character \$ not made in 6, 8 and 10 Point

Characters Th th not made for 84, 96, 120 and 144 Point

The following characters, from 30 to 144 Point, are cast recessed

A F L P T V W Y

Special Characters fonted separately and furnished on order only

€ K S Th th a e k r s u z

Lining Figures furnished in separate fonts or will be supplied in
the regular fonts instead of Oldstyle Figures
when so specified on the order

\$ 1 2 3 4 5 6 7 8 9 0

72 Point

3 A 4 a

Slope

36 Point

5 A 9 a

GROWER
Buys Home

30 Point

6 A 12 a

MERINGUE
Quieted Boys

60 Point

3 A 5 a

Drakes

24 Point

8 A 16 a

FINE DESIGN
Helped Student

★All characters, excepting descenders, cast on the
smaller size body.

72 Point 3 A 4 a

BIG night

60 Point 3 A 5 a

holiday JOY

48 Point 4 A 7 a

FINE shipmate

42 Point 4 A 8 a

tempting MENU

36 Point 5 A 10 a

OLDEST Neighbors

30 Point 6 A 12 a

Stenographers REPORT

24 Point 8 A 15 a

PRINTED furniture catalogue

IMPORTANT NOTICE

Bernhard Gothic Medium Italic, sizes 24 to 72 Point, is cast on Angle Body without overhangs. Angle Body fonts are packed in parcels as follows: Caps A to Z &—Lowercase a to z—Figures 1 to 0 \$ £—Points . , - ' ' : ; ! ?—A liberal supply of Angle Body Spaces furnished with fonts and extra fonts of spaces are obtainable

18 Point 12 A 22 a

*HISTORIC MANSION
tastefully furnished rooms*

14 Point 19 A 37 a

*STRIKE OPTIMISTIC NOTE
latest bulletins indicate progress*

12 Point 22 A 43 a

*DELIGHTFUL MUSIC ENJOYED
engage excellent symphony orchestra*

10 Point 25 A 48 a

*HANDSOME SPECIMEN EXHIBITED
interesting display includes several models*

8 Point 26 A 52 a

*UNEXCELLED CRAFTSMANSHIP IN DEMAND
preference for printing of the best grade is justified
from the standpoint of good business administration*

6 Point 30 A 60 a

*PROGRESSIVE HOUSES DEMAND GOOD PRINTING
every intelligent person knows that appearance counts largely
these days and that men are more often judged by their clothes*

6 to 18 Point sizes of Bernhard Gothic Medium Italic
are cast only on the regular body

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z & \$ %
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. , - ' ' : ; ! ?

Character \$ not made in 6, 8 and 10 Point

Characters " " are furnished with sizes from 18 to 72 Point

The following characters, from 24 to 72 Point, are cast recessed

A F L P T V W Y

Special Characters fonted separately and furnished on order only

À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï
Th a e k r u

★120/96 Point 3A 4a

BIG bell

★96/84 Point 3A 4a

Sold TAR

★84/72 Point 3A 4a

KIND chef

72 Point 3A 4a

Solid ROAD

60 Point 3A 5a

BRAVE soldiers

48 Point 4A 6a

Hopeful WARDEN

42 Point 4A 7a

GRACEFUL student

36 Point 5A 9a

Majestical EXPOSITION

★All characters, excepting descenders, cast on the smaller size body

30 Point 6A 12a

DISTRIBUTION
foreign diplomat

24 Point 8A 16a

MUSIC STUDIOS
three pupils enrolled

18 Point 12A 24a

EXQUISITE PERFUMES
delicately scented boudoir

14 Point 20A 40a

FINE SOUVENIR PROGRAM
interesting typography displayed

12 Point 24A 48a

GREAT IMPROVEMENT REPORTED
large advertising campaigns in progress

10 Point 26A 52a

FOREIGN MOTION PICTURE SHOWN
internationally known star plays leading role

8 Point 28A 56a

INTREPID FLYER REACHES HIGHEST ALTITUDE
daring aviator and his mechanic perform thrilling stunt

6 Point 32A 64a

MODERN TYPE DESIGN THE BASIS OF FINE PRINTING
successful printers must react quickly to advances in typography

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y
Z & \$ % ' 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
. , - ' ' : ; ! ? . ♦

Character \$ not made in 6, 8 and 10 Point

Recessed Characters cast in sizes from 30 to 120 Point

A F L P T V W Y

Special Characters made from 6 to 72 Point; furnished on order or

€ K S a e k r s u z

Lining Figures furnished in separate fonts or will be supplied in the
regular fonts instead of Oldstyle Figures when
so specified on the order

\$ 1 2 3 4 5 6 7 8 9 0

72 Point 3 A 4 a

RISK rights

60 Point 3 A 5 a

daintily ICED

48 Point 4 A 7 a

FINER longhand

42 Point 4 A 8 a

hackneyed SONG

36 Point 5 A 10 a

INHERENT CHARM
enjoying holiday dance

30 Point 6 A 12 a

EXTENDED HORIZON
banquet speakers optimistic

24 Point 8 A 15 a

HEARD UNIQUE LEGEND
fascinating mythological kingdom

IMPORTANT NOTICE

Bernhard Gothic Light Italic, in sizes 24 to 72 Point, is cast on Angle Body without overhangs. All Angle Body fonts are packed in parcels as follows: Caps A to Z &—Lowercase a to z—Figures 1 to 0 \$ £—Points . , - ' ' : ; ! ?—A liberal supply of Angle Body Spaces is furnished with each font and extra fonts of spaces are obtainable

18 Point 12 A 22 a

EXQUISITE SUBJECTS
seven magnificent imported
paintings exhibited recently

14 Point 19 A 37 a

VOGUE NEARING ZENITH
the insatiable urge for something
new brings frequent style change

12 Point 22 A 43 a

BEAUTIFUL CINEMA MAGAZINE
employing recently discovered process
for reproducing pictures in natural color

10 Point 25 A 48 a

ETCHINGS HAVE AESTHETIC CHARM
perfect technique and splendid craftsmanship
dominate these remarkably beautiful displays

8 Point 26 A 52 a

INTERPRETING SYMPHONIC COMPOSITIONS
metropolitan conductor handled augmented orchestra
and deserves credit for exceptionally fine performance

6 Point 30 A 60 a

MODERN ADVERTISING INTRIGUES US INTO BUYING
Creative typography demands something more than mere technical
knowledge; it calls for ideals, imagination, the longing to excel;
it cultivates a viewpoint that is eagerly and ardently modernistic

6 to 18 Point sizes of Bernhard Gothic Light Italic
are cast only on the regular body

• • •

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z & \$ £
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. , - ' ' : ; ! ?

Character \$ not made in 6, 8 and 10 Point

The following characters, from 24 to 72 Point, are cast recessed

A F L P T V W Y

Special Characters fonted separately and furnished on order only

B D E € F H K P R S a e k r s u

★120/96 Point 3A 4a

BE art

★96/84 Point 3A 4a

big AID

★84/72 Point 3A 4a

ICE cold

72 Point 3A 4a

drake BIG

60 Point 3A 5a

NICE folder

48 Point 4A 6a

perfect VERSE

42 Point 4A 7a

MINOR terminal

36 Point 5A 9a

educated ANIMALS

30 Point 6A 12a

BUYS equipment

24 Point 8A 16a

QUAINT HEARTH
thirty beautiful rugs

18 Point 12A 24a

PICTURESQUE SCENES
charming landscape lauded

14 Point 20A 40a

EXHIBIT CLEVER SPECIMENS
intelligent typographic craftsmen

12 Point 24A 48a

NINTH AUTOMOTIVE EXPOSITION
electrical supply manufacturer attended

10 Point 26A 52a

BUYS MODERN PRINTING EQUIPMENTS
suburban printer received large consignment

8 Point 28A 56a

FOREIGN TOURISTS VISITED HISTORIC SHRINE
metropolitan industrialist entertained large gatherings

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z . , - ' '
" " : ; ! ? . ❖ \$

Character \$ not made in 8 and 10 Point

The following characters, from 30 to 120 Point, are cast recessed

A F L P T V W Y

Special Characters made from 8 to 72 Point and furnished only on order

€ K a k r s u

★All characters, excepting descenders, cast on the smaller size body

★72/60 Point 3A 4a

NUMBER
rich codes

60 Point 3A 5a

MINERALS
silver cache

48 Point 4A 6a

FINER GLOBE
best statement

42 Point 4A 7a

NICEST HOMES
dignified student

36 Point 5A 9a

RESULTS MARKED
beautiful debutante

★All characters excepting descenders cast on 60 point body

CHARACTERS IN COMPLETE FONT

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z
& \$ 1 2 3 4 5 6 7
8 9 0 a b c d e f
g h i j k l m n o p q r
s t u v w x y z . , -
' " " : ; ! ? * .

The following characters from 30 to 72 cast recessed

A F L P T V W Y

30 Point 6A 12a

RESOURCES
big shipment

24 Point 8A 16a

FRENCH SILKS
lighter material

18 Point 12A 24a

CHARMING MUSIC
delights royal tourist

14 Point 20A 40a

FASHIONABLE LINGERIE
exquisite colorful creations

12 Point 24A 48a

MODERN PRINTING PLANTS
have approved quicker methods
and favor automatic machinery

MODEL Recognized

Enterprising URCHINS

COUNSEL Reporting Eagerly

Exquisite Display ANTICIPATED

HUNDREDTH Quarterly Development

DISPORTING
Guiding Players

FINE THEATRE
Splendid Musicales

CONTRACT BRIDGE
Lawyer Plays Fine Game

1 2 3 4 5 6 7 8 9 0 \$

Characters

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z &

a b c d e f g

h i j k l m n

o p q r s t u

v w x y z ¢ \$

. , - ' " " : ; ! ?

These characters " " not made in
8 and 10 Point sizes

IMPROVEMENTS SHOWN
Merchant Places Larger Order

BEAUTIFUL SURROUNDINGS
Remodels Exquisite Country Home

IMPORTS GENUINE BROADCLOTH
Superbly Designed Silk Gowns Displayed

SUMMER VACATIONISTS CRUISING LAKE
English Geologist Climbs Lofty Mountain Height

A F L P T V W Y

Bernhard Booklet Italic

72 Point 3A 4a

FOUND Playwright

60 Point 3A 6a

Great Linguist SPEAKS

48 Point 5A 10a

REVIEW Delightful Musicales

42 Point 5A 11a

New European Opera INSPIRING

36 Point 6A 11a

MODERN Apartment Building For Sale

30 Point 7A 13a

*PROSCRIBED
Gets Scholarship*

24 Point 8A 17a

*JOVIAL WRITER
Finest Opportunities*

18 Point 14A 28a

*PLEASING SCENERY
Admires Beautiful Flowers*

Figures

1 2 3 4 5 6 7 8 9 0 \$

Characters

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & Th

a b c d e f g

h i j k l m n

o p q r s t u

v w x y z . , -

' ' " " : ; ! ?

These characters " " not made in

8 and 10 Point size

Sizes 24 to 72 Point cast on Angle Body

14 Point 19A 38a

*MODERN IMPROVEMENT
Displayed Old Period Furniture*

12 Point 22A 44a

*CHARMING ENVIRONMENTS
Desires Ideal Atmospheric Condition*

10 Point 26A 52a

*PLEASING TYPOGRAPHIC DESIGN
French Craftsman Reviews Many Displays*

8 Point 28A 58a

*THE CENTURY OF PROGRESS EXPOSITION
Prominent Thespian Gave Exceptional Performances*

These characters are cast recessed in sizes 24 to 72 Point

A F L P T V W Y

72 Point 3A 4a

BID High

24 Point 8A 16a

COVER DESIGN
Reproduces Fine Printing

60 Point 3A 6a

Purple INK

18 Point 12A 24a

AUTOMOBILE SOLD
Owner Drives Excellent Bargain
Rebuilt Cars Giving Satisfaction

48 Point 5A 9a

BEST Original

14 Point 18A 35a

ENJOYS PERFORMANCE
Delightful Musicale by Splendid Musicians
Beautiful Souvenir Programs Distributed

42 Point 5A 10a

CHARMING
Beautiful Specimen

12 Point 22A 43a

MODERN FINISHING SCHOOL
An Educational Institution of Highest Character
Scholarship Recently Awarded by Philanthropist

36 Point 6A 11a

FRAGRANCE
Hyacinthe Perfumery

30 Point 7A 13a

DAINTY GOWNS
Elegant Display Admired

CHARACTERS IN COMPLETE FONT

A A A B C D E €
€ F G H I J K L M
N N O P Q R S S T
U V W W X Y Z &
\$ \$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. , - ' ' : ; ! ? « »

Keynote Series

6 Point

3 A 5 a

Splendid Girl

Point

3 A 6 a

Majestic Royalty

Point

3 A 9 a

Printed Artistic Gem
Original Silk Design

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0 a b c
d e f g h i j k l m n o p q r s
t u v w x y z t t e r e s i s o r o s
T h t h . , - ' ' : ; ! ?

Keynote is made in
six useful sizes from 24 point
to 96 point

8 Point

4 A 11 a

Lightning Speeds
Thirsty Mechanic

6 Point

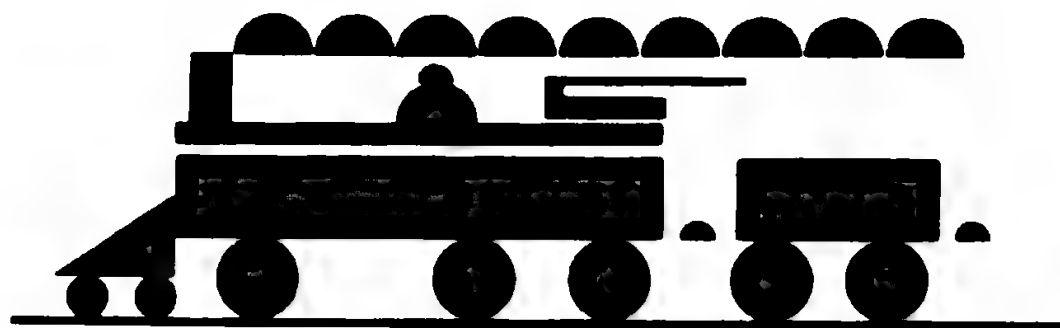
4 A 13 a

Beautiful Letter Form
Delights Aged Printer

4 Point

7 A 20 a

Quality Will Increase Demand
Normal Craft Conditions Follow
Military Ball Brilliant Success



The Miamian

WORLD'S FINEST AND FASTEST

Train from New York to Miami

DANCE AND PLAY BRIDGE IN DE LUXE CARS

No Snow Down in Miami

WHEN ARE YOU LEAVING?

Harlequins, Typographic Dots, Cubist Moderniques and Brass Rule 8 Point Wave Bands No. 801

:[51]:

Stymie Medium

★144/120 Point

Bald

3 A 6 a

18 Point No. 2 12 A 24 a

INDUSTRIAL PROSPECTS
Business Revival Predicted

14 Point 15 A 30 a

CONSTANT PERFORMANCE
Arranging Delightful Program

12 Point 18 A 35 a

MAGNIFICENT STAGE COSTUME
Audience Admires Exquisite Gowns

10 Point 25 A 45 a

INDUSTRIOUS WORKERS PROMOTED
Supervisor Advances Diligent Mechanic

10 Point No. 2 25 A 45 a

MORE DISTINCTIVE PRINTING REQUIRED
Beautiful Showing Attracts Unusual Attention

8 Point 27 A 55 a

SUBURBAN HOME OWNERS CONSIDER CHARGE
Honest Public Officials Courted Widest Investigation

6 Point 30 A 60 a

PROMINENT BANKER ISSUES ENCOURAGING STATEMENT
Late Financial Reports Indicate Steadily Increasing Prosperity

★All characters, excepting descenders, cast on the smaller size body

★120/96 Point

Night

3 A 6 a

★96/84 Point

Job

3 A 6 a

48 Point 4 A 7 a

Spirit

42 Point 5 A 8 a

Maple

★84/72 Point

Girl

3 A 4 a

36 Point 5 A 10 a

IS Light

30 Point 6 A 12 a

Dye RED

★72/60 Point

Rain

4 A 5 a

24 Point 7 A 14 a

GREATEST
Perspective

★66/60 Point

Spite

4 A 6 a

18 Point 10 A 20 a

COMPOSING
Popular Lyrics

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' ' : ; ! ? (

Superior \$ furnished with all fonts from 24 to 144 Point

Characters A F L P T V W Y cast recessed
from 24 to 144 Point

Special Characters A A a f r t y made in all sizes
and sold separately

Stymie Medium Italic

72 Point 3 A 5 a

BE Rigid

60 Point 4 A 6 a

Nice PAY

48 Point 4 A 7 a

RICH Styles

42 Point 5 A 8 a

Quietly BUILT

36 Point 5 A 10 a

*MANY THANKS
Lovely Reception*

30 Point 6 A 12 a

*CHARMING SONGS
ratify Royal Couple*

24 Point 7 A 14 a

*VONDERFUL CONTEST
portsmen Enjoyed Game*

IMPORTANT NOTICE

Stymie Medium Italic, in sizes 24 to 72 Point, is cast on Angle Body without overhangs. All Angle Body fonts are packed in parcels as follows: Caps A to Z &—Lowercase a to z—Figures 1 to 0 \$ £—Points . ' ' : ; ! ? (—A liberal supply of Angle Body Spaces is furnished with each font and extra fonts of spaces are obtainable

18 Point 12 A 24 a

*COLORFUL LINGERIE
Many Exquisite Shades*

18 Point No. 2 12 A 24 a

*IMPORTS LOCOMOTIVE
Heaviest Models Required*

14 Point 15 A 30 a

*MECHANICAL OPERATION
Improved Equipment Ordered*

12 Point 18 A 35 a

*DISPLAYED EXCLUSIVE DESIGN
Sold Beautifully Embellished Books*

10 Point 25 A 45 a

*CRAFTSMEN VISIT ART EXHIBITION
English Merchant Receives Gold Medal*

10 Point No. 2 25 A 45 a

*PRESIDENT GREETES FOREIGN DELEGATE
English Statesman Rejoins Waiting Colleague*

8 Point 27 A 55 a

*MERCHANT MAKES GENEROUS CONTRIBUTION
Eminent Philanthropist Celebrates Golden Wedding*

6 Point 27 A 55 a

*STOVE MANUFACTURERS HOLD ANNUAL CONVENTION
Membership Plans Extensive Business Advertising Campaigns*

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f f g h i j k
l m n o p q r r s t u v
w x y z . , - ' ' : ; ! ? (

The following characters are cast recessed from 24 to 72 Point

A F L P T V W Y

Superior \$ furnished with all fonts from 18 to 72 Point

Characters " " furnished with all fonts from 6 to 18 Point

★144/120 Point

3 A 6 a

18 Point No. 2

12 A 24 a

If set

HELPING TYPOGRAPHERS
New Creation Aided Industry

14 Point

15 A 30 a

PICTURESQUE LANDSCAPES
Foreign Artists Highly Enthused

12 Point

20 A 40 a

GOOD TYPE FACES ARE ESSENTIAL
Advertisers Approve Modern Designs

★120/96 Point

3 A 6 a

Hits IT

10 Point

25 A 50 a

RURAL COMMUNITIES HOLD MEETING
Many Recommendations Were Introduced

10 Point No. 2

25 A 50 a

EXCLUSIVE MANSIONS BEING AUCTIONED
Prominent Financier Made Most Attractive Offer

★96/84 Point

3 A 6 a

48 Point

4 A 7 a

Sky Mates
Politics

8 Point

25 A 50 a

METROPOLITAN STUDENTS RECEIVE CREDENTIALS
Distinguished French Professor Makes Lengthy Speech

6 Point

27 A 55 a

TYPOGRAPHIC CRAFTSMEN REVIEW MODERNISTIC PRINTING
Celebrated authorities highly commended the various specimens
that were displayed at the recent printing and painting exposition

★ All characters, excepting descenders, cast on the smaller size body

★84/72 Point

3 A 4 a

36 Point

5 A 10 a

Holt Quilting
SHOWER

30 Point

6 A 12 a

New Birds

★72/60 Point

4 A 5 a

24 Point

7 A 14 a

Stalk ROADSTER
Saw Bargain

60 Point

4 A 6 a

18 Point

10 A 22 a

Mirth REMARKABLE
Brake Adjusted

Characters in Complete Font

A A A B C D E F
G H I J K L M N
O P Q R R S T U
V W X Y Z & \$ 1 2
3 4 5 6 7 8 9 0
a a b c d e f f g h
i j k l m n o p q
r s t u v w x y z
. , - ' ' : ; ! ? (* \$ « »

The following characters are cast recessed from 24 to 144 Point

A F L P T V W Y

Superior \$ furnished with all fonts from 24 to 144 Point

Stymie Light Italic

18 Point 12A 24a

*EUROPEAN PERFUMES
Imports Nearing Normal*

18 Point No. 2 12A 24a

*EXPORTED AUTOMOBILE
Buying Improvement Noted*

14 Point 15A 30a

*CHARMING WINTER SPORTS
Promotes Healthful Recreation*

12 Point 18A 35a

*RECEPTION TENDERED PRESIDENT
Notable Personages Attend Function*

10 Point 25A 45a

*MAGNIFICENT SYMPHONIC RECITALS
Soothing Melody Provides Entertainment*

10 Point No. 2 25A 45a

*MILLIONAIRE CONTRIBUTES ABUNDANTLY
Several Institutions Sharing Charitable Legacy*

8 Point 27A 55a

*BEAUTIFUL DEBUTANTES PLACIDLY SOJOURNING
Popular Winter Resorts Enjoying Marvelous Weather*

6 Point 27A 55a

*FURNITURE MANUFACTURERS HOLD YEARLY CONVENTION
Membership Planning Extensive Business Advertising Campaign*

• • • •

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f f g h i j k l
m n o p q r s t u v w x y z
. , - ' ' : ; ! ? (« »

The following characters are cast recessed from 24 to 72 Point

A F L P T V W Y

Superior \$ furnished with all fonts from 24 Point to 72 Point

Characters " " furnished with all fonts from 6 to 18 Point

72 Point 3A 5a

IS Bright

60 Point 4A 6a

Gold RIM

48 Point 4A 7a

HER Special

42 Point 5A 8a

Elegant LINEN

36 Point 5A 10a

MODERN Doctors

30 Point 6A 12a

Beautiful SPECIMENS

24 Point 7A 14a

*EXHIBITED SCULPTURES
Received Highest Mention*

IMPORTANT NOTICE

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Stymie Bold

★144/120 Point

Half

3A 5a

18 Point No. 2 11A 22a

PROSPEROUS BROKER
Extends Unlimited Credit

14 Point 15A 30a

INTRODUCE MODERNISM
American Merchants Pleased

12 Point 18A 35a

PRODUCES STRIKING DESIGNS
Unusually Attractive Display Effect

10 Point 25A 45a

RECOMMEND HAND COMPOSITOR
Excellent Typography Earns Admiration

8 Point 27A 55a

PRINTING PLANTS INSTALLED IN SCHOOLS
Distinguished Educators Approve Printing Course

6 Point 30A 60a

ENTHUSIASTIC SPORTSMEN ENTERTAIN ATHLETE
Wonderful Reception Tendered Promising Football Player

★All characters, excepting descenders, cast on the smaller size body

★120/96 Point

Stork

3A 5a

★96/84 Point

Iris

3A 5a

48 Point 4A 7a

Duty

42 Point 5A 8a

Joiner

★84/72 Point

Old

3A 4a

36 Point 5A 10a

Laughs

30 Point 6A 12a

Imported

★72/60 Point

Bets

4A 5a

24 Point 7A 14a

GREATER
Equipment

60 Point

Sage

4A 6a

18 Point 10A 20a

DEMANDED
Right Quality

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R R S T U V
W X Y Z & \$ \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' ' : ; ! ?

Superior \$ furnished with all sizes from 12 to 144 Point

Characters **A F L P T V W Y** cast recessed
from 24 to 144 Point

Condensed Figures **1 2 3 4 5 6 7 8 9 0 \$** for Stymie Bold
made from 6 to 84 Point and sold separately

Special Characters **A A a f r t y** made in all sizes
and sold separately

Stymie Bold Italic

18 Point No. 2 9A 19a

INCREASED BUSINESS
Old Stockholders Pleased

14 Point 12A 24a

GYMNASTIC EXHIBITION
Promoted Healthful Exercise

12 Point 15A 30a

RELIABLE INSURANCE BROKER
Offers Agent Splendid Inducement

10 Point 16A 32a

AUTOMOBILE SALES INCREASING
Great Advertising Campaigns Planned

8 Point 19A 38a

MOTHERS ATTEND BENEFIT PERFORMANCE
Excellent Musical Program Follows Entertainment

6 Point 20A 40a

MODERN ADVERTISEMENT ATTRACTS ATTENTION
American Faces and Decorative Material Used Exclusively

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & \$

1 2 3 4 5 6 7 8 9 0

a b c d e f f

g h i j k l m

n o p q r r s

t u v w x y z

. , - ' ' : ; ! ?

Superior \$ furnished
with all sizes from 24 to 72 Point

Characters **A F L P T V W Y** cast recessed
from 24 to 72 Point

72 Point 3A 4a

BE Safe

60 Point 3A 5a

Nice FIT

48 Point 3A 5a

SING Lyric

42 Point 4A 6a

Employ MEN

36 Point 4A 6a

LOAN Required

30 Point 4A 8a

Magnificent HOME

24 Point 5A 10a

PATENTS INVENTION
Several Claims Allowed

18 Point 8A 17a

BANK DEPOSITS INCREASE
Financial Reports Encouraging

Sizes 24 to 72 Point cast on Angle Body

Stymie Elongated Ascenders and Descenders

Elongated Characters for Stymie Types can be had in Bold, Medium and Light. Sold in sets or single characters for all sizes from 18 Point to 144 Point.

For 36 Point Stymie Light

b d f h k l
g j p q y

For 36 Point Stymie Medium

b d f h k l
g j p q y

For 36 Point Stymie Bold

b d f h k l
g j p q y

RADIO OR AUTOMOBILE
RECHARGED
IMMEDIATELY

battery

• The Keystone Battery Service
have just installed in their modern
service station one of the latest
methods of recharging batteries

keystone battery service

Keystone Highway, Pennsylvania

GUARANTEEDNEW EXTRA HEAVY DUTY

Mileage
TIRES

New
Process
Eight-
Ply Cord

Mileage Tires are of exceptional
beauty and strength . . . built of
super-twist, long-staple cotton
and of the finest quality rubber

AFFILIATED RUBBER COMPANY

Canterbury Series

48 Point 7A 13a

MODERN AUTOMOBILES

Lovely New Hampshire Countryside

42 Point 8A 14a

EUROPEAN NIGHTINGALE

Bewitching Old Melody Enthralls Listener

36 Point 8A 16a

ENVIRONMENTS

Beautiful Announcements

14 Point 25A 50a

SUCCESS DEPENDS ON AMBITION

Manager Approves Granting Numerous Bonuses

12 Point 27A 54a

PALATIAL METROPOLITAN RESIDENCES

Handsome City Homes Situated Along Riverside Drive

30 Point 10A 19a

PLEASING PROGRAM

Rendered by English Musician

24 Point 11A 23a

HONORARY MEMBERSHIP

Buffalo Club Rewards Six Members

18 Point 18A 36a

COMMUNITY BENEFIT MUSICALE

Operatic Arias Enliven Christmas Entertainment

Characters in Complete Font

A	Æ	B	ß	C	@	D	E
£	F	G	H	℥	I	J	K
L	Ł	M	ℳ	N	ℕ	O	
P	Q	R	S	T	℥	U	℥
V	W	℥	X	Y	Z	&	\$
1	2	3	4	5	6	7	8
9	0						
a	b	c	d	e	f	g	h
i	j	k	l				
m	n	o	p	q	r	s	t
u	v	w	x				
y	z	ff	f	ff	ff	.	,
-	'	'	:	;	!	?	

48 Point 6A 10a

REFRESHED
Splendid Plays

42 Point 6A 11a

QUIET FIELDS
Delightful Grove

36 Point 6A 11a

MUSIC STUDIOS
Proper Atmosphere

30 Point 8A 14a

ROMANTIC OPERA
Unique Camping Place

24 Point 9A 17a

WHISPERING ZEPHYRS
Especially interesting island

18 Point 13A 26a

VISITING NORTHERN WOODS
Motorists from distant cities traverse

14 Point 19A 39a

UNIQUE SUBURBAN MANSIONS
Many prominent men have had their homes built in this interesting region

12 Point 22A 45a

SERVES DELICIOUS BROOK TROUT
These speckled beauties are excellent fare for sportsmen and they are keenly relished when prepared and served at the lake shore

10 Point 25A 49a

SPLENDID OPPORTUNITIES IN WINTER
Tobogganing, snowshoeing and numerous other healthful winter sports lure several hundreds of outdoor enthusiasts to this beautiful lake region

8 Point 26A 52a

OUTDOOR RECREATIONS PROVED POPULAR
Golf and tennis are very enjoyable amid such beautiful surroundings and zestful atmosphere, while motoring along the marvelous highways and exploring the forest trails brings inconceivable pleasure to the vacationists

6 Point 28A 58a

JUNE CAMPERS HAVE COMPREHENSIVE SCHEDULES
Every season thousands of red-blooded sportsmen spend their summer vacation very pleasantly and profitably camping in this most remarkable mountainous section and the vast lakes, where hunting, fishing and boating may be enjoyed to its fullest extent

Characters

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
. , - ' ' : ; ! ?

Small Caps from 6 to 18 Point are put up in separate fonts and furnished only when specially ordered

14 Point 23 A 44 a

HONOR MEMBERS WHO SAILED
Many scholars departed aboard steamer bound for uninhabited Eastern Islands

12 Point 23 A 48 a

RELATES HAZARDOUS EXPERIENCE
Prominent foreign geologist entertained the ambitious university students with the most remarkable tales of adventure and intrigue

10 Point 26 A 53 a

THE ENTIRE CITY WELCOMES AVIATORS
Fervidly enthusiastic multitudes vociferously cheer the foreign contingent of aviators upon completion of their great record breaking transcontinental trip

8 Point 28 A 54 a

DILIGENCE AND PERSEVERANCE OF INSECTS
At the next opportunity when you make a journey through the woodlands and meadows during the early warm spring days of the year, just take a little time to observe some of the fascinating and intensive activities of the common bee or ant

6 Point 31 A 60 a

MAN HARDLY COMPREHENDS WONDERS OF UNIVERSE
Practically every other day prominent scientists and astrologists with the help of wonderfully powerful and carefully adjusted telescopes and cameras discover the existence of still another new planet and we are only beginning to understand how big this universe really is

Characters

A B C D E F G H I J
J K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v
w x y z ff fi fl ffi ffl
. , - ' ' : ; ! ?

48 Point 6 A 10 a

MONSTROUS
Sailors Healthy

42 Point 6 A 12 a

FINER STOCKS
Diligent Cavalier

36 Point 6 A 12 a

BOUGHT HOUSE
Repair Conservatory

30 Point 8 A 16 a

EARNEST MARINER
Mechanic Complimented

24 Point 9 A 20 a

NUMBERING MACHINES
Complete Exhibition Inspected

18 Point 15 A 31 a

UNEXPLORED ARCTIC REGION
Daring Navigators Flying Northward

72 Point

Best Act

3 A 3a

24 Point

RED INK
Displaying

7 A 14a

12 Point

15 A 45a
FINE QUALITY
CASLON adds dignity
to beautiful printing

60 Point

Rich Girls

3 A 4a

22 Point

8 A 16a
NICE MEN
Live Stylish

10 Point

18 A 55a
PILGRIM ROMANCE
IDEALIZING historical events
becomes ridiculous if some
narrative is unsubstantiated

48 Point

KINGDOMS

4 A 6a

18 Point

10 A 25a
EXPEDIENT
PLENTY of type
increases profit

8 Point

20 A 60a
HISTORIC MELODRAMA
COMPOSERS sometimes take tunes
lacking in worth and glorify them
into symphonies; so the alchemy
of genius has transformed this play

Bravest Knight

14 Point

14 A 40a
RENEW DOME
WORN letters cause
of expensive delays

6 Point

22 A 65a
SONGS PRODUCE HAPPINESS
CHILDHOOD was spent in chasing
golden butterflies; then came those
youthful days of dreams. Happiness
came with the realization of power

9 and 11 Point carried in stock only at the Foundry

42 Point

4 A 6a
HEARD
Dialogue

Characters in Complete Font

A	B	C	D	E	F	G
H	I	J	K	L	M	N
O	P	Q	R	S	T	U
V	W	X	Y	Z	&	\$
1	2	3	4	5	6	7
8	9	o	a	b	c	d
e	f	g	h	i	j	k
l	m	n	o	p	q	r
s	t	u	v	w	x	y
z	ff	fi	fl	ffi	ffl	et
()	[]	.	,	-	'	:
;	!	?				

Characters () [] made only in sizes from 6 to 48 Point

SMALL CAPS from 6 to 36 Point are put up in separate fonts
and furnished only when specially ordered

Caslon Quaint Characters shown on opposite page

36 Point

5 A 7a
MEN SING
Help Choir

30 Point

6 A 10a
NAME USED
Right Subject



THIS type face is cast also on the AMERICAN POINT LINE. The difference is entirely in the shortening of several of the descenders. Its catalogue name is CASLON No. 540 and Caslon Italic No. 540. The sizes are from 6 to 120 point in the roman and from 6 to 96 point in the italic

Caslon Oldstyle No. 472

Caslon Oldstyle No. 472 is made in 18, 22 and 24 point only. The face is precisely the same as the Caslon Oldstyle No. 471, but cast from different matrices with a closer fit as shown in the examples at the right. Sold in weight fonts only.

Caslon Oldstyle No. 471

The sharp elements of
this type face insures a
legible job of printing

Caslon Oldstyle No. 472

The sharp elements of
this type face insures a
legible job of printing

12 Point 14 A 42a
ODD SPECIMEN
Leaflet printed in the
early day found intact
and presented to firm

10 Point 16 A 48a
ANTIQUÉ PICTURE
Brought beautiful painting
depicting hostile meeting on
frontier with savage Indian

8 Point 18 A 55a
HONORS FOR PURITANS
To break with the past, entrusting
their lives to the wilds, required
a spirit of adventure, challenging
the great admiration of the world

6 Point 18 A 55a
COLONIZING AT PLYMOUTH
Pilgrim men and women from across
the ocean, fired with determination to
secure freedom, landed upon the stern
and forbidding New England shores

9 and 11 Point carried in stock only at the Foundry

22 Point 7 A 16a
NOTIONS
Folks acquire
strange habits
from learning

18 Point 9 A 25a
COLONISTS
Sturdy mariner
returning north
with sweetheart

14 Point 12 A 36a
CONSIDERED
European professors
showed appreciation
throughout exercises

48 Point 3 A 5a
BEST MUSIC
Entertain Society

42 Point 4 A 6a
PROUD GIRLS
Diplomatic Chorus

36 Point 4 A 6a
RICH LEADER
Determine Multitude



Wedding Gifts

FOR the wedding season many
 articles of beauty and utility
 are offered. Sterling silver dinner
 sets and choice pieces of exquisite
 design are shown in great variety.

This trade-mark identifies
Hamilton & Sandford Craftsmanship

H&S

Characters in Complete Font

A B C D E F G H
 I J J K L M N O P
 Q R S T T U V
 W X Y Y Z & \$
 I 2 3 4 5 6 7 8 9 0
 a b c d e f g h b i j k
 l m n o p q r s t u v
 w x y z ff fi fl ffi ffl Et
 . , - ' : ; ! ?

Swash Characters shown on page 66

30 Point 5 A 10a
MINISTER
English prelate
journeying east

24 Point 6 A 14a
EXHIBITION
New masterpieces
recently discovered

CASLON QUAIN T CHARACTERS

These characters were in general use in William Caslon's time, and have been preserved in their original form. They are not furnished with regular fonts but are sold separately in packages containing either Roman or *Italic*.

f ff ffi fl fb fh fi fk fl ft Et

For the Roman Series of Caslon Oldstyle No. 471 all characters shown above are available in sizes from 6 to 36 Point. The 42, 48 and 60 Point contain the long s and Et only (f Et).

f ff ffi fl fb fh fi fk fl ft Et

For Caslon Oldstyle Italic No. 471 the 11 characters shown above are available for all sizes from 6 to 30 Point. Only the long s, sk and Et (f sk Et) are made for the 36 Point size and only the long s and Et (f Et) are made for the 42 and 48 Point sizes.

120 Point 3 A 4 a

Spilt

96 Point 3 A 4 a

Bond

84 Point 3 A 4 a

Night

72 Point 3 A 4 a

Squash

60 Point 3 A 4 a

Displays

48 Point 3 A 6 a

Rectangle

42 Point 3 A 7 a

Mythology

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z ff
fi fl ffi m et . , - ' : ; ! ? () []

Characters () [] made only in sizes from 6 to 42 Point

SMALL CAPS from 6 Point to 18 Point inclusive and Quaint Characters f fb fh fi
fk fl ft ff m et from 6 to 30 Point inclusive are fonted separately and are
furnished only when specially ordered. Only the Quaint Characters f and et are
fonted in the 36 and 42 Point sizes

11 Point carried in stock only at the Foundry

36 Point 3 A 7 a

GUILD
Highest

30 Point 4 A 10 a

ZEPHYR
Complete

24 Point 5 A 12 a

ENGAGED
Quadrangles

20 Point 7 A 14 a

KINGDOMS
Antique Carpet

18 Point 9 A 19 a

INQUIRED
Philanthropic

14 Point 12 A 27 a

MONUMENTS
Beautiful Scenery

12 Point 13 A 32 a

QUAINT HOMES
Picturesque Gardens

10 Point 16 A 44 a

IMPROVED CENTRE
Newly Arranged Lighting

8 Point 18 A 45 a

ORIGINAL CONCEPTION
European designer brings many
fantastic modern motor designs

6 Point 22 A 63 a

NATIONAL PRINTING EXHIBITION
Remarkable display attracts very important
group of Latin American newspaper editors

Caslon Italic No. 540

Characters in Complete Font

A B C D E F G H I J ſ
K L M N O P Q R S
T T U V W X Y Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h h i j k l m
n o p q r s t u v w x y z ff
fi fl ffi ffl Et . , - ' : ; ! ? ()

To Users of Caslon Oldstyle Italic No. 471

The five largest sizes of the Caslon Italic No. 540 with Swash Characters are the equivalent of 60, 72, 84, 96 and 120 Point Caslon Oldstyle Italic No. 471

11 Point carried in stock only at Foundry

14 Point 12A 28a

EQUESTRIAN
*Shady bridle paths
intersect this region*

12 Point 14A 33a

MODEL HOUSES
*Dainty summer flowers
bedecked the landscape*

10 Point 18A 43a

RUSTIC NEIGHBORS
*Beautiful suburban residences
are located on the hillside and
are homes well worth owning*

8 Point 19A 46a

CHARMING ENGLISH CITY
*Narrow streets and quaint inns
create an atmosphere of peculiar
charm which delights strangers*

6 Point 21A 68a

PICTURESQUE UNIVERSITY TOWERS
*Venerable elms surround the campus carpeted
with velvety lawns and bordered by brilliant
colored beds of geraniums, asters and peonies*

30 Point 4A 9a

BUGLE
Quantities

24 Point 5A 12a

PRECEDE
Enjoys Books

20 Point 7A 14a

FLOUNDER
*Manager bought
new fishing boat*

18 Point 8A 19a

SELECTIONS
*Conductor renders
new interpretation*

96 Point 3A 4a

Night

84 Point 3A 4a

Stylish

72 Point 3A 4a

Healthy

60 Point 3A 5a

Multiples

48 Point 3A 6a

Bibliograph

42 Point 4A 7a

Candy Dealer

36 Point 4A 8a

INSTINCTS
New Kingdom

Caslon Oldstyle Italic No. 471 Swash Characters

48 Point *A B C* 24 Point *R U S W &*
 42 Point *C D E F* 22 Point *A B C G D E*
 36 Point *F G H L* 18 Point *A B C* 10 Point *A B C G D*
 30 Point *L M N O P* 14 Point *G D E F* 9 Point *H K L M*
 12 Point *F G H H* 8 Point *U W & A B*
 11 Point *K K L M* 6 Point *G H K L M N O P R S U W &*

Each size contains all characters shown in this Font

30 Point
A B C G D
E F G H
H K L L
M N O P R
S U W & gy
e k v w z
a e o u

Sizes 6 to 14 point and 22 point do not contain the characters a e o u

Caslon Italic No. 540 Swash Characters

Caslon Italic No. 540 Swash Characters are cast in special molds that provide a mortise so that lowercase letters can be fitted inside the overhanging parts without use of kerns. Lowercase letters included in the fonts are cast on bodies of proper size to fit the mortises in these capitals.

Font No. 1. Made in seven sizes, 36, 42, 48, 60, 72, 84 and 96 point. Fonts of each size include all the characters shown in the 36 point example.

Font No. 2. Made for the same sizes as Font No. 1, but in each case the capitals are cast on the next larger body to avoid overhangs. Fonts of each size include all the characters shown in the 36 point example, and the three largest sizes also include some additional lowercase letters.

Examples

Rie
Noh
We Lad

Font No. 2—for 36 point

C F
G H
K L
N k
R S
a e o u

Capitals in this font are cast on 42 point body
 Lowercase cast on bodies to work with capitals

Font No. 1—for 36 point

A B C
D E I
M O P
U U W
& v w e
a e o u

Capitals in this font are cast on 36 point body. Lowercase cast on bodies to work with capitals

Caslon Openface

48 Point

3 A 5 a

1 Bright Girl

42 Point

3 A 5 a

Display Hats 2

36 Point

3 A 5 a

39 Real Bargain

30 Point

5 A 8 a

Sale 50 New Modes

24 Point

6 A 10 a

Submitted Novel Designs

18 Point

9 A 18 a

IMPORTED TAPESTRIES
Majestic Creation Receives Prize

14 Point

15 A 28 a

MERCHANTS
Stationery Bought

10 Point

18 A 36 a

REGAINS PRESTIGE
Official explained conduct
satisfactorily for electorate

12 Point

15 A 30 a

NICE PRINTING
Delightful Photograph

8 Point

20 A 40 a

INSTRUCTIVE SERMON
Distinguished audience applauds
young speaker delivering address

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o
p q r s t u v w x y z ff fl ll
. , - ' : ; ! ?

Overhanging characters A V W Y furnished in all sizes of Caslon Openface

Ransom Shaded Initials

(Clearcut Shaded Capitals)

Characters in Complete Font

~
A B
C D
E F
G H
I J
K L

12 Point

10 A

A B C D E F

14 Point

8 A

A B C D E F

18 Point

6 A

A B C D

24 Point

5 A

A B C D

30 Point

4 A

A B C

36 Point

4 A

A B C

48 Point

3 A

A B L

M N O P Q
R S T U V
W X Y Z

Ransom Shaded Initials
are cast without
overhangs

~

Usable in
combination with

Caslon
Oldstyle 471

~

New Caslon

84 Point

Races 5

3 A 4a

30 Point

DRUM
Identify

5 A 9a

12 Point

PICTURESQUE
Beautiful waterfall
pleased sojourners

15 A 30a

72 Point

8 Soldier

3 A 4a

24 Point

ROUND
Magnetic

5 A 12a

10 Point

HUGE BUILDING
Springfield real estate
brokers transact deals

17 A 34a

60 Point

Inexplicit

3 A 4a

18 Point

BURDENS
Depreciated

8 A 17a

8 Point

REVIEWED REGIMENT
French military commander
inspecting northern garrison

21 A 42a

48 Point

74 BOUND
Elegant Cap

3 A 6a

14 Point

HISTRIONIC
Exemplification

12 A 24a

6 Point

SPECIAL MOTION PICTURE
Leading Cleveland cinema theatres
show brilliant collegiate production

23 A 47a

5 Point

ORGANIZING MUSICAL SOCIETY
Prominent saxophone and clarinet soloist
renders selection. Enthusiastic directors
furnishing incentive for youthful violinist

21 A 42a

1 No matter what you make today,
and how healthy you are, there is
no way of telling what urgent need may arise *Save!*

2 Let your savings earn for you. A
dollar is a very efficient worker if
intelligently used and not foolishly hoarded *Save!*

FOUR
REASONS

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

The following characters are furnished with all fonts
from 5 Point to 18 Point inclusive

ff fi fl ffi m

Fractions and Auxiliaries are made for New Caslon

42 Point

DOMESTIC
Regular Stock

4 A 6a

36 Point

BOYS CHOSE
Selected Quality

4 A 7a

New Caslon Italic

8 Point 17A 51a
SLUMBERING HAMLETS
Eventually time mellowed and increased beauty of countryside where courageous pioneers had maintained their modest homes notwithstanding dire privation

6 Point 20A 60a
BEAUTIFUL DESERT GARDENS
Beneath the scorching desert sky grow many distinctively characteristic and unusual species of profusely blooming cacti that display marvelous adaption to environment and interest botanists because of their peculiar bristled and barbed construction and gay blossoms

5 Point 17A 52a
UNOBTRUSIVE HOME FURNISHINGS
Craftsman furniture and home furnishings are suggestive of forest and woodland atmosphere and restful greens and woody browns become deservedly popular. Probably the reason some houses have been too elaborately ornamented is because variety and color are unconsciously sought and ultimately quickens the color spirit

14 Point 11A 30a
MONOTONES
Sepia landscapes invariably create sound impression

12 Point 13A 32a
CONSTRUCTION
Officials will appoint special committees to furnish new building and arrange opening

10 Point 15A 44a
QUAINT CUSTOMS
Navajo Indians display unexpected cleverness in building houses weirdly symbolizing their myths

- 3

A knowledge that you are thrifty and prudent insures employment and enables you to face senility without alarm
- 4

The basis on which the world gets ahead and betters its condition in manifold ways is aptly expressed in one word

Save!

Save

Save!

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r s
t u v w x y z ff fi
fl ffi ffl . , - ' : ; ! ?

48 Point 3A 6a
FINISHED
High Score 5

42 Point 4A 7a
MUSICIANS
8 Rare Novelty

36 Point 4A 9a
COVER STOCK
Important Rules 3

30 Point 4A 11a
ENLARGE STORE
Splendid Achievement

24 Point 5A 14a
BUILDS CHARACTER
Great Opportunity Offered

18 Point 8A 22a
PROGRESSIVE MERCHANT
Inaugurating Publicity Campaign

Caslon Bold

96 Point

3 A 4 a

30 Point

4 A 9 a

12 Point

16 A 30 a

Bug 2

GRIPS
Fragile

FINE SERMON
Energetic pastor
much stimulated

84 Point

3 A 4 a

24 Point

5 A 11 a

10 Point

16 A 32 a

3 Rays

DESIRE
Royalist

HISTORIC SHIPS
Our representative
prevented disposal

72 Point

3 A 4 a

18 Point

8 A 17 a

8 Point

19 A 38 a

Hoping

INSURED
Perplexing

SHREWD MANAGER
Northeastern merchant
particular disciplinarian

60 Point

3 A 4 a

14 Point

12 A 23 a

6 Point

22 A 43 a

Designed

QUESTIONS
Magnificence

EASTERN RAIL SERVICE
Improvements contemplated
assure nice accommodations

48 Point

3 A 5 a

Magnificent

CASLON
BOLD

42 Point

3 A 6 a

Newest Mode

36 Point

3 A 6 a

QUICK MINOR
Special Delivery

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & \$
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
ct st . , - ' : ; ! ?

Two-third Set
1234567890

En Set
1234567890

Both en set and two-third set figures are made up to and including 12 Point; above 12 Point the wide figures only are made and each size is made uniform set. Up to 12 Point inclusive, regular job and weight fonts contain en set figures only; above 12 Point, all fonts contain the wide uniform set figures. Both kinds furnished separately in five-pound fonts.

9 and 54 Point carried in stock only at Foundry

Caslon Bold Italic

10 Point 16 A 30 a
ECONOMIZING
*Production outlay
 honestly curtailed
 before organizing*

8 Point 18 A 36 a
CHOICE ORCHARD
*Northwestern farmers
 predict enormous crop
 from monthly spraying*

6 Point 21 A 40 a
MINIMIZE RESOURCES
*Several housewives making
 organized plans to conserve
 by forming purchasing guild
 among chary acquaintances*

5 Point 19 A 38 a
INTERIOR EFFECTS PLEASE
*Bringing indoors a suggestion of
 gay formal gardens and sparkling
 water by sympathetic treatment of
 the innumerable colors assembled*

18 Point 8 A 14 a
MASTER
*Noted and
 thoughtful*

14 Point 12 A 20 a
DECORATE
*Gardener has
 special flower
 at convention*

12 Point 15 A 28 a
ENTHUSIASM
*Quiet performer
 modestly roused
 loftier sentiment*

CASLON
BOLD ITALIC

Characters in Complete Font

A B C D E F G
 H I J K L M N
 O P Q R S T U
 V W X Y Z & \$
 1 2 3 4 5 6 7 8 9 0
 a b c d e f g h i
 j k l m n o p q r
 s t u v v w w x
 y z rs . , - ' : ; ! ?

The following characters are furnished with all fonts
 from 5 Point to 24 Point inclusive

ff fi fl ffi ffl

9 and 54 Point carried in stock only at Foundry

60 Point 3 A 4 a
BISQUE
Special 8

48 Point 3 A 5 a
RUSHING
9 Big Sale 5

42 Point 3 A 5 a
MUNITION
30 New Silks

36 Point 3 A 5 a
RUG DESIGN
Oriental Motifs

30 Point 4 A 8 a
FINE PRINTING
Cleverest Educator

24 Point 5 A 9 a
FOREIGN BROKERS
Diplomats Enthusiastic

: [7 I] :

Caslon Bold Condensed

120 Point

3 A 4 a

He Bid

96 Point

3 A 4 a

Nice Act

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & \$ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
ct st . , - ' : ; ! ?

54 Point carried in stock only at Foundry

84 Point

3 A 4 a

Red Ink

42 Point

4 A 7 a

MARK
Ductile

18 Point

12 A 23 a

MAGNITUDE
Historic Chest

72 Point

3 A 4 a

Car Lines

36 Point

4 A 7 a

HOMES
Existing

14 Point

15 A 30 a

NEIGHBORING
Perfect Harmony

60 Point

3 A 4 a

Hard Metal

30 Point

6 A 10 a

BRANCH
Majestical

12 Point

19 A 38 a

BANK DIRECTORS
Reluctant Depositor

48 Point

3 A 6 a

DETERMINE
Artistic Prints

24 Point

7 A 15 a

KEROSENE
Useful Brush

10 Point

21 A 43 a

NEW METHODS USED
Publicity agent securing
certain profitable results

8 Point

24 A 48 a

GEOGRAPHIC MAGAZINES
Distinguished explorers write
mighty interesting description

6 Point

26 A 52 a

OBTAINED HANDSOME PICTURE
Fearless photographer displays great
acrobatic skill in securing numerous
views from position on high building

Paramount Series

72 Point 3 A 4 a

England

36 Point 5 A 7 a

DINNER
fine service

14 Point 20 A 40 a

UNIQUE RINGS
remarkable sapphire
of extraordinary size

60 Point 4 A 5 a

BRIDGE

30 Point 6 A 10 a

ENSURED
bright lawyer

12 Point 22 A 44 a

SUBURBAN HOME
famous carpet merchants
modernize old buildings

friendship

24 Point 8 A 17 a

CREDITORS
gain confidence
in foreign trade

10 Point 23 A 47 a

BEAUTIFUL EXHIBIT
futuristic oil paintings and
antique furniture displayed
in prominent show windows

48 Point 4 A 6 a

PERFUME

18 Point 12 A 26 a

STRING MUSIC
symphony orchestra
gives weekly concert

8 Point 26 A 52 a

JUDGE UPHELD DECISION
concerning large foreign shipments
of all goods. The proposed general
revision of the tariff should restore
confidence and stimulate business

lovely women

6 Point 30 A 60 a

UNIVERSAL TRUST COMPANY
If you draw up a will you can state your
own terms for the division of the estate
you built up throughout your life. If you
do not make a will you simply delegate
the State to distribute all your property

dine together

42 Point 4 A 7 a

MOUNTED

brighter shades
used effectively

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. , - ' ' : ; ! ?

48 Point 4 A 6 a

MODERN
Elaborate Displays

42 Point 4 A 7 a

ORIGINAL
Belgian Architecture

36 Point 5 A 7 a

PRODUCING
Delightful Entertainment
Best Orchestra

30 Point 6 A 10 a

SPLENDID SHOP
Remarkable Millinery Exhibit
Unusual Designs

24 Point 9 A 19 a

AMERICAN CARS
Exceptionally Beautiful Arrangement
Elegant Upholstery

18 Point 12 A 26 a

VIOLET PERFUME
Obtained at Exclusive Shops Only
Distinctively Individual

14 Point 22 A 42 a

MODERNISTIC DESIGN
Beautifully Carved Bust Greatly Admired
Several Masterpieces Sold

12 Point 24 A 47 a

DELIGHTFUL MUSICALE
Entertainment and Dance by University Graduates
Beautiful Music Thrills Dancers

10 Point 26 A 53 a

ADMIRABLE RESOLUTION
Employers Offer Liberal Bonuses to Conscientious Men
Greater Opportunity for Beginners

Characters in Complete Font

A B C D E F

G H I J K L

M N O P Q

R S T U V W

X Y Z & \$

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

. , = ' ' : ; ! ?

Rivoli Italic

18 Point 12 A 26 a

CHAMBER MUSIC
Quartette Sings Christmas Carols

14 Point 22 A 42 a

PICTURESQUE SCENE
Upland Landscape Attracted Thousands

12 Point 24 A 47 a

BELGIAN ARCHITECT
Designed Modernistic Residential Skyscrapers

10 Point 26 A 53 a

ADMIRABLE RESOLUTION
Employers Offer Large Bonuses to Conscientious Men
Greater Opportunity for Beginners

Characters in Complete Font

A A B B C D D
E E F G G H H I J
J K K L L M M N
O P Q R R S S T
U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z æ
. , = ' ' : ; ! ? ()

48 Point 4 A 6 a

LINGERS

Modern Designs

42 Point 4 A 7 a

PERFUME

Spanish Atmosphere

36 Point 5 A 7 a

EMPORIUM

Beautiful Masterpieces

30 Point 6 A 10 a

AUTOMOBILE

Manufacturer Displays Car

24 Point 9 A 19 a

EXHIBITS JEWELS

Remarkably Beautiful Collections

Complete angle body fonts, in sizes 24 to 48 point, will come to you in parcels as follows:

Caps A to Z &—Lowercase a to z—Figures 1 to 0 \$—Points . , = ' ' : ; ! ? () . A liberal supply of Angle Body Spaces is furnished with each font and extra fonts of spaces are obtainable. 10 to 18 point sizes of Rivoli Italic are cast only on the regular straight bodies

Cloister Oldstyle

72 Point 4 A 6 a
Flight

60 Point 5 A 7 a
Husky

48 Point 6 A 10 a
IS Quiet

42 Point 7 A 12 a
Red INK

36 Point 8 A 18 a
IMPORTS
Eighth Boat

30 Point 9 A 14 a
SYMBOLIC
Describe Race

24 Point 10 A 18 a
FINE ARTIST
Complete Border

18 Point 16 A 30 a
REJOINS OUTFIT
SELLING Fine Houses

16 Point 18 A 36 a
MODERN SHOP
NEWEST devices for
making wire bought

14 Point 22 A 42 a
BANKER RETIRES
ERECTED biggest stores
for this business section

12 Point 24 A 47 a
STORE TO EXPAND
VERY LARGE influx of the
volume of business shown
by company in statements

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q
R R S T T U
V W X Y Z
& \$ 1 2 3 4 5 6
7 8 9 0 a b c d e
f g h i j k l m n
o p q r s t u v w
x y z f f f i f f f i f f f i

Qu & () []
. , - ' ' ' ' : ; ! ?

SMALL CAPS
from 6 to 18 Point, and
Lining Figures 1234567890
in all sizes, are put up in
separate fonts and
furnished only
when specially ordered

THE BEST OF EVERYTHING FOR THE PRINTER
AMERICAN TYPE
Borders and Brass Rule
KELLY PRESSES
Revolutionized the Pressroom
CUT-COST EQUIPMENT
For Efficient Composing Rooms
PEERLESS FEEDERS

10 Point 25 A 50 a
PECULIAR ATTITUDE
ENTHUSIASTIC conclave held
by printers from many states
concerning modern methods

8 Point 28 A 56 a
ARRANGE SPRING TRIPS
PASSENGER lines anticipate a very
busy season due to the many new
markets opened in foreign lands

6 Point 32 A 60 a
AUDIENCE ENJOYS NEW PLAY
DELIGHTED crowd cheered players at the
opening performance last night of one of
the best plays ever seen in this city. From
all the comments heard it seems destined
for a long and prosperous run and will be
enjoyed by the thousands who may see it

The CLOISTERS

CLOISTER OLDSTYLE & CLOISTER ITALIC & CLOISTER
BOLD & CLOISTER BOLD ITALIC & CLOISTER BOLD
CONDENSED & THE CLOISTER INITIALS



CLOISTER OLDSTYLE, the first
series of the Cloister family, was
designed along lines similar to
the type face designed and cast
in Venice by NICOLAS JENSON,
and first used by that excellent
printer in the Eusebius of 1470. To the first series
were added other members of the Cloister family as
shown in this catalogue. All are cast on Art Line



NICOLAS JENSON produced the finest books that
were printed in the first half century of printing.
Born in France in 1420, he commenced printing
in Venice, Italy, in 1470, and in his first year pro-
duced four important editions, and more than
one hundred and fifty during the remaining ten years of his
life. Most of these books were composed entirely in his roman
types, which competent authorities agree have never been sur-
passed for their beauty. All of his books are printed in either
quarto or folio, and one of their chief characteristics is simplicity

CLOISTER INITIALS

48 Point

6 A 11 a

Metaphorical
Expression

42 Point

6 A 13 a

New Hyacinth
Cultivated

36 Point

7 A 13 a

Display Excellent
Qualifications

30 Point

8 A 15 a

Argument Presented
Diplomatically

24 Point

10 A 20 a

Extraordinary Difficulties
Stimulate Thought

Cloister Lightface

18 Point

15 A 29 a

Admirable Report
Mechanical Supervisors
Congratulated

16 Point

16 A 32 a

Fine Characteristics
Distinguished Philosopher
Endows Hospital

14 Point

22 A 42 a

Magnificent Spectacle
Beautiful Japanese Landscapes
Greatly Appreciated

12 Point

24 A 48 a

Bicentennial Celebration
Extraordinary Monument Erected
Commemorating Event

10 Point

26 A 53 a

Most Charming Personality
Governor Enthusiastically Applauded
Delivers Fine Address

8 Point

28 A 58 a

Remarkably Interesting Incidents
Local Editor Publishing Autobiographies of
Most Prominent Citizens

6 Point

31 A 64 a

Always Keep in Good Physical Condition
Intelligent Exercise and Careful Habits of Paramount
Importance in Preserving Health

SMALL CAPS for Cloister Lightface from 6 to 18 pt. are fonted separately and furnished only when specially ordered

CLOISTER OLDSTYLE and Cloister Lightface are adaptations to twentieth century use of the celebrated roman type design of Nicolas Jenson, first used by him in his printing house in Venice in 1470. Jenson's design, cut by him in one size only (approximately 16 point), has been acclaimed by many authorities as the ideal roman type design. The American Type Founders Company has conscientiously adhered to the Jenson model in the interpretations of that design now comprising the Cloister Type Family. Jenson did not use the capital letters J and U, Arabic figures or italic because none of these were at that time in use in printing. These characters had therefore to be added, as well as a squeezed form of the R (thus, HRH) for use in cap lines. Jenson did not use cap lines and for that reason

CALLIGRAPH INITIAL

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R R S T U V
W X Y Z & \$ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o
p q r s t u v w x y z ff fi fl ffi Qu & . , - ' ' " " : ; ! ? [] ()

1 2 3 4 5 6 7 8 9 0 \$ Lining Figures for Cloister Lightface in all sizes are fonted separately and furnished only when specially ordered

AN HISTORIC
ROMAN TYPE DESIGN
OF UNSURPASSED
DISTINCTION

Cloister Lightface Italic

12 Point	29 A 48 a	18 Point	16 A 32 a	48 Point	6 A 12 a
<i>An Admirable Example</i>		<i>Honorable Mention</i>		<i>Municipalities</i>	
<i>Charitably Inclined Citizen Endowed</i>		<i>Unusual Executive Ability</i>		<i>Organized</i>	
<i>Benevolent Institutions</i>		<i>Secured Reward</i>			
10 Point	31 A 54 a	16 Point	21 A 36 a	42 Point	8 A 13 a
<i>Improving Suburban Property</i>		<i>Establishing Confidence</i>		<i>Romantic Songs</i>	
<i>More and Better Roads Most Essential to</i>		<i>Municipal Bonds Considered</i>		<i>Exhilarate</i>	
<i>Real Estate Development</i>		<i>Sound Investment</i>			
8 Point	32 A 60 a	14 Point	25 A 44 a	36 Point	9 A 16 a
<i>Educational Literature Distributed</i>		<i>Progressive Merchant</i>		<i>Superior Magazine</i>	
<i>Schools and Colleges Everywhere Supplied with</i>		<i>American Manufacturer Offering</i>		<i>Advertisement</i>	
<i>Latest Methods of Instruction</i>		<i>Distinctive Creations</i>			
6 Point	37 A 63 a			30 Point	10 A 18 a
<i>Eighth Annual Financial Report Approved</i>				<i>Diplomatic Executives</i>	
<i>Board of Directors Highly Complimented for Excellent</i>				<i>Hold Conference</i>	
<i>Results Obtained During Depression</i>				24 Point	12 A 21 a
				<i>Bright University Graduate</i>	
				<i>Given Opportunity</i>	

could use a freer-flowing R, which, though more beautiful, does not adapt itself to every modern usage (thus, HRH). It was in 1914 that the American Type Founders Company announced its Cloister Oldstyle roman and italic. The intent was to restore the Jenson design in its original purity so far as modeling the letters was concerned, but a decision had to be made in the important detail of color. To adapt the design for use on smooth-surface papers, upon which the larger part of commercial printing is done, Cloister Oldstyle types were made heavier than the types cut by Jenson. Printed on smooth-surface papers, Cloister Oldstyle has the same thickness of line as the original types of Jenson appear to have when printed on the rough-surface papers that Jenson had to use, which required heavy impressions on dampened sheets, spreading the ink and creating an artificial thickness of line beyond that actually in

A ROMAN TYPE
DESIGN FIRST USED
BY NICOLAS
JENSON

Characters in Complete Font

A A B B C C D D E E F F G G H I J J K L M M N N O P P Q R R S
T T U V V W X Y Y Z & \$ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k k
l m n o p q r s t u v v w w x y z ff fi fl ffi ffl Qu Et St . , - ' ' " " : ; ! ? () []

1 2 3 4 5 6 7 8 9 0 \$ Lining Figures for Cloister Lightface Italic in all sizes are fonted separately and furnished only when specially ordered

72 Point

3 A 5 a

Nice Motor

60 Point

4 A 7 a

Same Reports

48 Point

5 A 10 a

HANDSOMER
Gowns Displayed

42 Point

6 A 10 a

QUAINT STORE
Strange Idol Found

36 Point

6 A 11 a

HIGHER GRADE
Stronger Endurance

30 Point

7 A 13 a

CHARMING WRAPS
School Swimming Races

24 Point

9 A 17 a

DELIGHTFUL BARGAIN
Original Manuscript Bought

Characters in Complete Font

A B C D E F G H
I J K L M N O
P Q R R S T U
V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r s
t u v w x y z ff fi
fl ffi ffl Qu & " ' ' "
. , - : ; ! ?

Oldstyle Figures 1234567890 are put up in separate fonts
and furnished only when specially ordered

FROBEN & ERASMUS

*The Story of a Friendship Unique in
the Annals of Printing*

6 POINT INTERRELATING BORDER NO. 16

18 Point

13 A 25 a

GRAND SALE
Useful furniture
and other goods

10 Point

23 A 46 a

ECONOMIC LECTURE
Newly appointed physical
instructor delights village
pupils with clever remarks

14 Point

18 A 37 a

FINEST SERVICE
Department receives
biggest consignment

8 Point

25 A 51 a

RELIABLE SUGGESTION
Good advice properly digested
guarantees success. American
products have helped printers

12 Point

22 A 42 a

BEAUTIFUL HOME
Retired cigar merchant
purchased little cottage
near highest mountains

6 Point

29 A 56 a

SPLENDID RESULT SECURED
Numerous workmen throughout the
United States are studying personal
efficiency. Improved morale satisfies
leading industrial leaders and welfare
investigators support the movement

Cloister Bold Italic

Characters in Complete Font

A A B B C C D D E
E F G G H I J J K L
M M N N O P P Q
R R S T T U V V
W X Y Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v v
w w x y z ff fi fl ffi ffl
Qu Et St " " . , - ' ' : ; ! ?

72 Point

4 A 6 a

Nationally 1

60 Point

4 A 7 a

6 Rough Shoes

48 Point

6 A 10 a

ASSOCIATION
of Agriculturists 2

42 Point

7 A 10 a

FINE PRESERVES
Condiment Supreme

JOHN FROBEN
Presents a Communication from the Dutch
Scholar Desiderius Erasmus

6 POINT INTERRELATING BORDER NO. 19

10 Point

25 A 50 a

INCREASING BUSINESS
Live printers follow modern
fashions closely and observe
the many useful type designs

18 Point

15 A 30 a

MORE FRIGID
Low temperature
dispelled comfort

8 Point

27 A 54 a

IMPROVING CONDITIONS
Antiquated printing material is
properly replaced by something
which will attract new customers

14 Point

21 A 40 a

RESUMED HOMES
Simple paneling effect
strengthens outer part

6 Point

29 A 58 a

ORIGINAL IDEAS RECOGNIZED
Those who excel in printing generally
possess literary skill. Leaders succeed
because they fairly appreciate the fact
that there is more for them to consider
than the turning out of a pretty design

12 Point

22 A 45 a

NOTICE CONTRAST
Capable printers admire
clear, sharp results when
type used is foundry cast

36 Point

7 A 11 a

BRILLIANT ROBE
In Exquisite Displays

30 Point

8 A 16 a

GOOD TYPOGRAPHY
Essential For Advertising

24 Point

9 A 17 a

AMERICAN TYPE STYLES
Combine Richness of Design 4

Century Oldstyle

72 Point

58 Cycles

3 A 4 a

18 Point

GUARDIANS
BOATS rushed
through canal

10 A 20 a

10 Point

17 A 35 a

WESTERN HOMES
TWELVE families left
pretty eastern towns
recently for Idaho to
locate disputed lands

60 Point

Raised BID

3 A 5 a

14 Point

EAGLE SAILED
OWNER left when
clearance arrived
from proper clerk

14 A 26 a

8 Point

21 A 42 a

ENCOURAGE SCHOLAR
SEVERAL thoughtful years
of painstaking application
generally produces versed
minds. Ambitious student
received free scholarships

48 Point

SON Qualifies

4 A 7 a

12 Point

ADMIRE NATURE
MANY famous artists
now colonizing along
historic river bottom

17 A 32 a

6 Point

23 A 46 a

ORGANIZED NEW SOCIETY
STUDENTS aid community club
organized recently by children
in a university town. The main
objects are to keep the campus
clean and create better feeling

42 Point

4 A 8 a

MITRE
Injector



6 POINT TEAGUE BORDER NO. 620

9 and 11 Point carried in stock only at Foundry

36 Point

5 A 8 a

HINDER
Distantly

Characters in Complete Font

A	B	C	D	E	F	G
H	I	J	K	L	M	N
O	P	Q	R	S	T	U
V	W	X	Y	Z	&	\$
1	2	3	4	5	6	7
8	9	0	a	b	c	d
e	f	g	h	i	j	k
l	m	n	o	p	q	r
s	t	u	v	w	x	y
z	ct	st	ff	fi	fl	ffi
ffl	.	,	-	'	:	;
!	?					

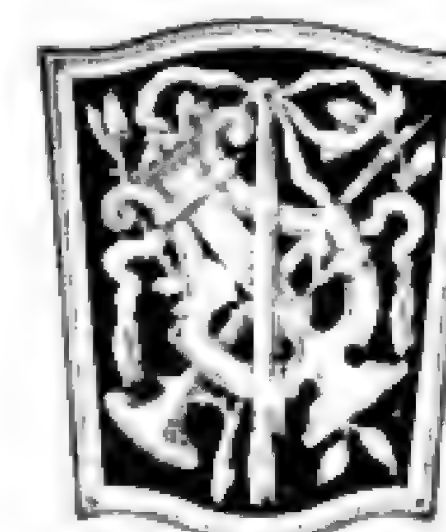
Characters)] " " are furnished with all fonts
from 6 to 18 Point inclusive

SMALL CAPS from 6 to 18 Point are put up in separate
fonts and furnished only when specially ordered

The Euterpe Conservatory of Music

FRANCIS KEMPTON, *Director*

COURSES are arranged into
three sections, Interpretive,
Vocal and Instrumental. An
unexcelled faculty of noted
musicians insures high
grade instruction



43 Michigan Avenue, Detroit

VOCATIONAL CAMEO NO. 4811

30 Point

5 A 10 a

BRUSHED
Liquidation

24 Point

6 A 13 a

SOUVENIRS
Grandmother

Century Oldstyle Series
for Plain Talk

Century Oldstyle Italic

10 Point 18 A 35 a
FRANK MOTIVES
*Real sincerity, though
not an invited guest, is
free to all, and carries
his welcome with him*

18 Point 9 A 20 a
DEFORMED
*Many persons
attended show*

72 Point 3 A 4 a
Spirit '76

8 Point 20 A 42 a
UNIVERSAL DECISION
*Mental pleasures never cloy;
unlike those of the body, they
are approved of by reflection,
increased by repetition, and
made stronger by enjoyment*

14 Point 14 A 29 a
REVOLUTIONS
*State officials and
terminal engineer
inspect new canal*


60 Point 3 A 4 a
HIS Rights

6 Point 23 A 45 a
HAS STRONG INFLUENCE
*Beauty has been the torment and
the delight of the world ever since
it began. Philosophers knew of its
power for they left sayings which
show how great was its influence*

12 Point 17 A 32 a
NOBLE BURGHER
*Remarkable collection
of foreign gems found
hidden in old chateau*

48 Point 4 A 8 a
Quality FINE

9 and 11 Point carried in stock only at Foundry



Care and Feeding of
the Infant

SUGGESTIONS FOR THE USE OF
HENKEL PURE FOOD PRODUCTS
ADAPTED FOR THE LITTLE ONE

NATURE intended children
to live, but the survival is
not the only thing to consider.
To thrive properly and to grow
into perfect robust and healthy
maturity an infant must have
proper foods, suitable clothing
and receive proper care, which
includes keeping the infant as
perfectly sweet, wholesome and
clean as possible. It needs air
as well as the warm sunshine
in abundance and should not

CLOISTER ORNAMENT NO. 1822

Norfolk Musical
Association

Admit Two

6 POINT TEAGUE BORDER NO. 608

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & \$ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ct st ff fi
fl ffi ffl . , - ' : ; ! ?

42 Point 5 A 8 a
HOIST
Rapidly

36 Point 5 A 8 a
MARCH
Heighten

30 Point 6 A 10 a
NUMBER
Knowledge

24 Point 6 A 12 a
UNWOUND
Queer Dialect

Century Oldstyle Italic
for Legibility

Century Oldstyle Bold

120 Point

3 A 4 a

Boy 6

96 Point

3 A 4 a

8 Sales

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & \$ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

9 and 54 Point carried in stock only at Foundry

84 Point

3 A 4 a

Rags 1

72 Point

3 A 4 a

2 Soups

60 Point

3 A 4 a

High Hat

48 Point

4 A 6 a

COUNCIL 3
Noted Band

Book Marks

CENTURY OLDSTYLE BOLD

HARLEQUIN SERIES 3 M 4

42 Point

4 A 7 a

Eight

14 Point

12 A 24 a

HELIOTROPE
Plants Flowers

36 Point

4 A 7 a

Spoke

12 Point

14 A 29 a

NOURISHMENT
Settlement house
has feast for kids

30 Point

5 A 9 a

MOIRE
Bridget

10 Point

16 A 32 a

HIGH MOUNTAIN
Climbing the rocky
roads gives delight

24 Point

6 A 12 a

DEPEND
Imported

8 Point

19 A 38 a

GOVERNMENT BONDS
Exceptional opportunity
for investment purposes

18 Point

9 A 18 a

REBUILDS
Omniscient

6 Point

21 A 42 a

BITUMINOUS COAL FIELD
Underground passages make
visiting extremely hazardous

5 Point

20 A 40 a

BREAKS RECORD IN AVIATION
Experience gained while in France
helps aviator wonderfully making
record flights in the United States

36 Point 6 A 10 a
NICE FIGURES 39
15 Unusual Bargains

30 Point 7 A 14 a
BROCHURE HELPED
Designed Rare Specimen

24 Point 9 A 17 a
GRAND BARGAIN SALES
Several Authentic Copies Sold

18 Point 13 A 26 a
MAGNIFICENT GARDEN HOME
Quieted Nerves Brought Contentment

14 Point 19 A 37 a
HUMBLE PEASANT FOUND TREASURE
Plough Brought Farmers Unexpected Bonanza

12 Point 22 A 43 a
ROMANTIC PRINTER ENTHUSIASTIC READER
Began life among lowly inhabitants of dismal metropolis
and through intelligent reading learned rudiments of law

10 Point 24 A 48 a
GIGANTIC WORLD EXPOSITION DELIGHTS MILLIONS
Modern displays electrified audience of graphic arts connoisseurs
attending magnificent advertising exhibition held in northern city

8 Point 27 A 54 a
QUANTITY PRODUCTION OF FINE PRINTING REQUIRES BRAINS
Beautiful examples of the modern trend in typography and color work are not
produced like so much hash. They require intelligent planning and supervision

6 Point 30 A 60 a
MANUSCRIPT BOOKS WRITTEN AND ORNAMENTED BY ANCIENT CRAFTSMEN
Rare gems of the typographic art were produced nearly five hundred years ago, and for hundreds
of years before the invention of moveable type, every book had to be written and decorated by an
artist skilled in calligraphy and ornament. Is it any wonder that the first book printed far excelled
later examples of typography? For printing as an art steadily declined until the last years of the
nineteenth century, when William Morris started a renaissance that is reflected in work of to-day

Characters in Complete Font

A	B	C	D	E	F	G	H	I
J	K	L	M	N	O	P	Q	R
S	T	U	V	W	X	Y	Z	&
\$	1	2	3	4	5	6	7	8
9	0	a	b	c	d	e	f	g
h	i	j	k	l	m	n	o	p
q	r	s	t	u	v	w	x	y
z	ff	fi	fl	ffi	ffl	.	,	-
'	'	"	"	:	:	!	?	

SMALL CAPS from 6 to 18 Point are put up separately
and furnished only when specially ordered

Century Catalogue Italic

18 Point 13 A 26 a
PROPER METHODS
Expected Unbiased Judge

14 Point 18 A 35 a
QUESTION RENEGADES
Introduces Damaging Evidence

12 Point 23 A 44 a <i>REDUCTIONS</i> <i>Perfected System</i>	8 Point 26 A 52 a <i>SEARCH BUILDING</i> <i>Clever detectives found</i> <i>machine and equipment</i>
10 Point 23 A 45 a <i>HIDE UNIFORM</i> <i>Magnificent Design</i>	6 Point 29 A 54 a <i>ENERGETIC PRINTERS</i> <i>Prominent designers exhibit</i> <i>several handsome specimens</i>

Characters in Complete Font

A	B	C	D	E	F	G	H	I	J
K	L	M	N	O	P	Q	R	S	
T	U	V	W	X	Y	Z	&	\$	
1	2	3	4	5	6	7	8	9	0
a	b	c	d	e	f	g	h	i	j
k	l	m	n	o	p	q	r	s	t
u	v	w	x	y	z	æ			
ff	fi	fl	ffi	ffl	.	,	-	'	:
:	;	!	?						

Century Schoolbook and *Century Schoolbook Italic*

48 Point

5 A 8 a

BIG Liners 4

36 Point

5 A 10 a

Splendid MUSIC

30 Point

6 A 12 a

NICER Calculation 9

24 Point

8 A 14 a

HEROIC COMMANDER
Courageous Sailors Cited

18 Point

11 A 22 a

MANY GALLANT OFFICERS
SCOTCH Brigade Fought Bravely

16 Point

13 A 24 a

MODERN SOUTHERN MANSION
IDEAL Springtime Among Blossoms

14 Point

16 A 32 a

DESCRIBE INDUSTRIOUS NATIVES
UNIQUE Description of a Strange People

12 Point

20 A 40 a

PROMISING TESTIMONY READILY GIVEN
QUICK Decision Sought in Recent Market Case

10 Point

22 A 44 a

DELIGHTFUL SUMMERTIME EVENTS PROMISED
STEAMBOAT Outing Greatly Enjoyed by Society Children

8 Point

26 A 50 a

BRONZE TABLETS AND QUAIN T ORIENTAL IDOLS SECURED
HISTORICAL Treasures are Given to Scientific Museum by Explorers

6 Point

28 A 55 a

MODERN DISTRIBUTION SYSTEM ADMIR ED BY BRILLIANT EXECUTIVES
DISTINGUISHED Visitors Pouring Into Town for the Annual Manufacturing Exhibit

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W X
Y Z & \$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z ff fi
fl ffi . , - ' : ; ! ?

SMALL CAPS from 6 to 18 Point are put up separately
and furnished only when specially ordered

9 Point Century Schoolbook and *Italic* carried in stock only at Foundry



Century Schoolbook Italic

48 Point

5 A 8 a

Sight

36 Point

6 A 10 a

Dutiful

30 Point

6 A 12 a

Expedite

24 Point

8 A 14 a

Highlands

18 Point

11 A 22 a

Next Meeting

16 Point

13 A 26 a

*SPORTSMEN
Displayed Grit*

14 Point

16 A 32 a

*REPRODUCED
Banking Capital*

12 Point

20 A 38 a

*KIND MOTHER
Quarterly Booklet*

10 Point

21 A 43 a

*NEW SELECTION
Interesting Example*

8 Point

25 A 50 a

*PENURIOUS OWNER
Secured Competent Men*

6 Point

30 A 58 a

*RIDICULOUS INTERVIEW
Diligent Steamship Reporters*

Characters in Complete
Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & \$ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w
x y z ff fi fl ffi
fl . , - ' ' : ; ! ?

Century Schoolbook Bold and Schoolbook Oldstyle

48 Point 4 A 7 a
LINK
River

36 Point 5 A 9 a
PURSE
Marked

30 Point 6 A 10 a
REPORT
Procured

24 Point 9 A 15 a
NUMBERS
Production

18 Point 11 A 21 a
ENDURANCE
Muscular boys
gain first prize

16 Point 12 A 22 a
NEIGHBORING
Educated youth
kindly advising

14 Point 14 A 27 a
IMPORT CIGARS
Charming oriental
aroma fills the air

12 Point 17 A 34 a
INCREASE PROFITS
Revival of business is
encouraging everyone

10 Point 20 A 40 a
THE GOLDEN SILENCE
Consider silently what a
man says, as words often
betray the speaker's mind

8 Point 23 A 44 a
THE ROAD TO GREATNESS
Many people say greatness is
but an eminence the ascent to
which is very steep and lofty

6 Point 26 A 52 a
A GOOD NATURED COUNTENANCE
Good nature is really more agreeable
than wit. It gives to the countenance
an air much more benign than beauty

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl
. , - ' : ; ! ?

Schoolbook Oldstyle

48 Point 5 A 8 a
Mined

36 Point 5 A 10 a
Intrudes

30 Point 6 A 12 a
Nice Bank

24 Point 9 A 15 a
MONITORS
Best Student

18 Point 12 A 23 a
QUICK WORK
RECENT Change

14 Point 17 A 32 a
FINE INTERVIEW
CURIOUS Merchants

12 Point 19 A 38 a
BEST AUTHORS
ENGLISH professor
writes love stories

10 Point 23 A 44 a
MIGHTY HUNTER
NOTED explorer wins
high honors in Africa

8 Point 25 A 50 a
MILITARY TACTICS
IMPRESSIVE ceremony
marked the arrival of
our victorious soldiers

6 Point 30 A 55 a
PHYSICAL AND MENTAL.
HEALTHFUL recreation with
a proper diet is the best way
to prolong life and health

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
. , - ' : ; ! ?

SMALL CAPS from 6 to 18 Point are put up in separate
fonts and furnished only when specially ordered

Century Expanded

72 Point

3 A 4 a

BIG Rut

60 Point

3 A 4 a

NURSE 9
High Play

48 Point

4 A 6 a

4 BONDING
King Signed

42 Point

4 A 7 a

CHILD MIND
Eloquent Girls

36 Point

4 A 7 a

MANY GUILDS
Drawing Society

30 Point

5 A 10 a

GENEROUS LEAD
Olympic games now
are pleasing writers

CENTURY EXPANDED
EASY ON EYES

24 Point

6 A 11 a

NUMBER
Encamped

18 Point

9 A 20 a

SQUIRMING
Indescribable

14 Point

12 A 26 a

HEARD CHOIR
Rehearsals make
efficient vocalists

12 Point

15 A 32 a

GENUINE STONE
SQUARE shaped relic
exhumed from ruins

10 Point

18 A 36 a

PRINTER HONORED
MANY fellow craftsmen
worship famous master

8 Point

20 A 40 a

PROMOTED EIGHT MEN
MANAGER promised another
promotion soon. Young men
should continually study the
science of being progressive

6 Point

24 A 48 a

CONCERNING RUBBER TREES
INDIA rubber trees that are tapped
every other day continue to render
sap for over twenty years, and the
oldest trees produce the richest sap

5 Point

23 A 45 a

KNOWLEDGE TAKEN BY CHANCE
ALMOST everyone you meet knows more
on some subject than you do. Turn that
side of him towards you and absorb all
you can while the opportunity is present
and endeavor to mentally remember the
most important points you have learned

4 1/2 Point

19 A 38 a

EDUCATING HORSES FOR THE CAVALRY
HORSES used by the United States cavalry must
be thoroughly trained in war work. The horses
not only learn to stand steady under fire, but
must know how to turn at the proper moment
when the bridle is hanging loose, how to lie
down and get up, and a score of other details

4 Point

21 A 42 a

WHY BUBBLES ARE ROUND AND EQUAL
BUBBLES are round because the air that forms
the inside of the bubble pushes with uniform
strength against all parts of the delicate film of
water that surrounds it. The air presses evenly
against the sides of the bubble so it stays round

5 1/2, 7, 9 and 11 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & \$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w x
y z ff fi fl ffi ffl . , - ' : ; ! ?

Characters () are furnished with sizes from 4 to 36 Point
Characters [] are furnished with sizes from 4 to 14 Point

SMALL CAPS from 4 to 12 Point are put up in separate fonts and
furnished only when specially ordered

Century Expanded Italic

6 Point 23 A 45 a

CONCERNING DEPORTMENT
Politeness may be defined as a true kindness. It is more a matter of the heart than of established precedent

5 Point 22 A 44 a

YOUR DRESS AND APPEARANCE
Personal cleanliness and neat garments are marks of self-respect, and no person should neglect these important matters

4½ Point 19 A 38 a

READING FOR MENTAL RECREATION
Books of commonplace are the amusements of literature. It is pleasant to have at one's side a well-selected volume to which one may turn for mental recreation after unusual activities

4 Point 22 A 44 a

ACCIDENTS DURING THE SEVENTIES
Do not think that life has been dangerous only since you began to race your tin wagon. In the exciting days of the seventies, the fast horses and grocery wagons caused the death of many

12 Point

NICE CUSTOMER
Returning salesmen praise general trade

10 Point

DISPUTING ORIGIN
Foreign shipments offer opportunity to study the lives of many rare birds

8 Point

ACCURACY AND SPEED
Many business firms employ adding machines and other clever labor-saving material

16 A 30 a

36 Point

HEAR GUARD
Spring Clothes

4 A 8 a

30 Point

BOUGHT DESIGN
29 Buy Modern Style

5 A 10 a

24 Point

BROUGHT LINGERIE
Importers Helped Dealer

6 A 12 a

18 Point

MYSTERIOUS RENEGADES
History full of stories about band who terrified neutral inhabitants

9 A 21 a

14 Point

INTERESTING STORIES WRITTEN
Sea captain becomes famous novelist and learned authority on all matters nautical

13 A 28 a

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & \$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi fl ffi ffl . , - ' : ; ! ?

Century Expanded Italic

THIS face is easy to read and pleasing to the eye, possessing an individuality which gives distinctiveness. It is carefully cut and accurately cast, with the kerned letters eliminated to an unusual extent for an italic. Century Expanded Italic is a member of the celebrated Century Family of type faces. Its adaptability and attractive appearance have made it an important member of this wonderfully popular family as well as a standard italic face in the world of printing

*An Italic
Design Without
Hairlines*

*American
Type Founders
Sales
Corporation*

*Century
Expanded
Italic*

*✱
Easy
To Read
And
Pleasing
To
The Eye*

Century Bold

120 Point

3 A 1a

Bold 5

96 Point

3 A 4a

Red Ink

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ' : ; ! ?

9 and 11 Point carried in stock only at Foundry

84 Point

3 A 4a

His Act

42 Point

4 A 7a

MIST
Right

18 Point

10 A 18a

NEIGHBOR
Honest girls
forgot purse

72 Point

3 A 4a

So Bad 3

36 Point

4 A 7a

BEND
Rights

14 Point

13 A 26a

DISTINGUISH
Metal salesmen
produce results

60 Point

3 A 4a

Nice Land

30 Point

5 A 10a

MINER
Diptych

12 Point

15 A 32a

CHILD PRODIGY
Award scholarship
to youthful athlete

48 Point

4 A 6a

PRODUCED
Great Leader

24 Point

6 A 12a

SHRUNK
Habituate

10 Point

18 A 36a

PROMOTE SCIENCE
Aged college professor
recipient of many gifts

8 Point

20 A 40a

MYSTERIOUS HEROINE
Identity disclosed as young
lady reveals characteristics

6 Point

24 A 48a

FOREIGN SONGBIRD ARRIVES
Country folk greet famous singer
who rendered delightful selection

Century Bold Italic

72 Point

3 A 4 a

The Boy 2

60 Point

3 A 4 a

1 Night Owl

48 Point

4 A 6 a

Advertising 30

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ' : ; ! ?

9 and 11 Point carried in stock only at Foundry

12 Point

14 A 30 a

GREETs MINER
Big ovation given
speaker returning
from wage parley

10 Point

17 A 32 a

GAINED SUPPORT
Shop magazines and
bulletins are proving
effective agencies for
strengthening credit

8 Point

18 A 36 a

YOU WILL FIND NEW
ideas and new materials
in this catalog with which
to enhance the quality of
your print shop. The type
designs in this book show
a large number of latest
and modern faces. Every

6 Point

22 A 44 a

EVERYTHING FOR PRINTERS
Typographic borders are still in
popular demand having acquired
it because they serve a useful and
very specific purpose. A border
or a combination of borders used
in displaying an advertisement
will distinguish it and make it
stand out from among a full page
of varied pieces of copy or as the

24 Point

6 A 10 a

HINDER
Boy choir
applauds
song film

18 Point

9 A 17 a

SPECIMEN
Joyful child
surprised by
schoolmates
in new home

14 Point

14 A 27 a

MERCHANTS
Salesman used
new method to
secure smarter
business hands
in department

42 Point

4 A 6 a

20 CENTRAL
Evening Song

36 Point

4 A 7 a

BEAUTIFUL 10
Modest Maidens
Great Simplicity

30 Point

5 A 9 a

NATIONAL BANK
American Republics
Interesting Bargain

Century Bold Condensed

72 Point

3 A 4 a

Big Display 2

60 Point

3 A 5 a

7 Spring Models

48 Point

5 A 8 a

Reliable Bargain 19

42 Point

5 A 8 a

4 DESIGN NEW ROBES
Majestical Reception

36 Point

5 A 10 a

RARE IMPORTED GEMS
Delights Shrewd Jeweler

30 Point

7 A 14 a

EASTER SILK HOSIERY SALE
Stylish Design Quickly Bought

24 Point

9 A 18 a

HUGE MARKET LEASED BUILDING
Gigantic corporation starts activity
near picturesque eastern metropolis

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi
. , - ' : ; ! ?



18 Point

14 A 28 a

HUMOROUS SONG
Broadway comedy
proving successful

10 Point

25 A 50 a

MYSTERIOUS HAPPENING
Remarkably clever stories
describing wanderings and
adventures among strange
and uncivilized aborigines

14 Point

19 A 39 a

NORTHERN ORCHARD
Profitable agricultural
achievement explained

8 Point

31 A 63 a

INTERESTING SPANISH MISSION
California boasts many romantic
and picturesque old missions that
should be included in the itinerary
of every person visiting that state

12 Point

23 A 47 a

RENOWNED BIOGRAPHER
Describes personality with
seldom equaled adroitness
and characteristic charity

6 Point

30 A 60 a

BEAUTIFUL MUSICAL COMPOSITIONS
Somebody has said that practically all
the music of humankind might perish
without serious loss provided the love
songs might remain. Everybody knows
there are moments in famed love songs
unreached anywhere else in our music

Baskerville Roman

72 Point

3 A 4 a

14 Point

20 A 39 a

Kid Belt

INTRODUCTION
MAIDS Enter Society

12 Point

23 A 46 a

EXQUISITE MEALS
SERVICE Unusually Fine

60 Point

3 A 6 a

10 Point

27 A 55 a

Big Rink 7

RESPONSIBLE CITIZEN
PURCHASED valuable property
near greatest railroad station

48 Point

4 A 6 a

8 Point

30 A 58 a

5 Hard Metal

GOLD BULLION INSURED
ENORMOUS shipments of precious
metals arrived under strong guard

36 Point

4 A 8 a

6 Point

37 A 75 a

RENUMBER
Serious Knight

PRODUCES SPLENDID TYPOGRAPHY
THE AVERAGE printer produces good work
quickly with this wonderfully adaptable face

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & \$ 1 2 3
4 5 6 7 8 9 0
a b c d e f g
h i j k l m n
o p q r s t u
v w x y z ff fi
fl ff fl fl
. , - ' : ; ! ?

SMALL CAPS, 6 to 18 Point,
are put up separately and furnished
only when specially
ordered

BASKERVILLE ROMAN
BASKERVILLE ITALIC

30 Point

5 A 9 a

MERITORIOUS
Reports Produced

18 Point No. 2 13 A 26 a
KERNING
Reorganized

8 Point 32 A 63 a
SCIENTIFIC REGULATION
Reconstructed Railroad Terminal

24 Point

9 A 16 a

IMPORTED JEWELS
Charming Pendant Secured

18 Point No. 1 15 A 30 a
STRENGTH
Reinforcements

6 Point 36 A 70 a
PROFIT MAKING TYPE DESIGNS
American type faces are effective business
builders and a real delight to the vision

18 Point No. 2

13 A 24 a

PICTURESQUE MANSION
ROMANTIC Homestead Bought

14 Point 20 A 40 a
HEMISPHERE
Learn Geography

12 Point 25 A 50 a
SONG ADMIRER
Delightful Rendition

18 Point No. 1

16 A 30 a

REFURNISHING DORMITORIES
APPROVE Modernistic Color Scheme

10 Point 31 A 60 a
RETIRE PRESIDENT
Unprecedented Procedure

Characters in Complete Font

A A B B C D D
E E F G G H I J K
L M M N N O P
P Q R R S T U V
W X Y Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z ff fi fl ff fl fl
. , - ' : ; ! ?

Bookman Oldstyle

72 Point

3 A 4 a

Napkin4

60 Point

3 A 4 a

9 MINK
Best Coat1

48 Point

4 A 6 a

5 SMOKING
The Job Office

36 Point

4 A 6 a

RANCH BAR
Signal *of* Quality

30 Point

5 A 9 a

MODERN & CHIC
Great displays typify
exhibits at auto show

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v
w x y z ff fi fl ffi ffl
. , - ' : ; ! ?

These Special Characters, except the Ornament,
are put up with each font. The Ornament is furnished with
the 6 to 14 Point sizes inclusive

A M R r y of & The

9 Point carried in stock only at Foundry



24 Point

5 A 10 a

SOUND
Injection

12 Point

15 A 32 a

SEEK FORTUNE
Explorers search for
hidden copper mines

20 Point

6 A 14 a

ENDEAR
Gratuitous

10 Point

18 A 36 a

BUYING PROPERTY
Rich merchant develops
valuable suburban farm
land adjacent to railroad

18 Point

9 A 18 a

RESUMING
Congratulate

8 Point

20 A 40 a

BECOME COURAGEOUS
Success comes eventually to
those who have the courage
to smile when failure is near

14 Point

13 A 26 a

MONOGRAMS
Neatly Designed

6 Point

23 A 47 a

CREATE POPULAR DEMAND
Progressive business men speak
highly of the advantages which
may be attributed to advertising

Bookman Italic

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v
w x y z ff fi fl ffi ffl
. , - ' : ; ! ?

The following Special Characters are supplied
with all fonts from 6 to 14 Point inclusive. They are sold in separate fonts
from 18 to 72 Point inclusive, and furnished only
when specially ordered

À Á Â Ã Ä Å Æ Ç È É

9 Point carried in stock only at Foundry



6 POINT TEAGUE BORDER NO 610

10 Point 16 A 34 a
ENFORCE ORDER
*Slovenly habit caused
waste of valuable time
and endless confusion*

8 Point 19 A 38 a
FORESEEING THINGS
*Those tales of dreams that
have guided men are often
much exaggerated, but true*

6 Point 22 A 44 a
INTEGRITY UNDOUBTED
*Honest and courageous persons
have very little to say regarding
either their honesty or integrity*

12 Point 13 A 27 a
PERFECTION BRINGS REWARD
*Splendid satisfaction comes from doing
work perfectly, complete in every way*

24 Point 5 A 11 a
MODES
Clothing

18 Point 9 A 18 a
DIAMOND
Respectable

14 Point 11 A 23 a
BURLESQUE
Comedian Wins

72 Point

3 A 4 a

Break 5

60 Point

3 A 4 a

2 MUSIC

Reported

48 Point

3 A 7 a

LEADER 2

Strong Mind

36 Point

4 A 7 a

PERFORMER

Quaint Acrobat

30 Point

5 A 9 a

SERIOUS GIRLS

Charming orations

win great applause

Scotch Roman

48 Point

4 A 6 a

MORTISED 2
Special Reglets

36 Point

4 A 7 a

CLEVER GUIDE
Soldiers gather many
specimens for exhibit

30 Point

5 A 10 a

EASTERN MANSION
Large delightful grounds
exhibit mysterious jungle

24 Point

6 A 11 a

RECEIVED ORDER
Management producing
reliable specifications for
constructing large floats

18 Point

9 A 18 a

SENSATIONAL REPORTS
Undoubtedly masterful sleuths
accurately presented opinions of
sincere legislators during action

14 Point

13 A 26 a

DESIRED PURPOSE ACHIEVED
Modern devices and inventions are very
prominent features of the ingenuity and
the energetic development of humanity

12 Point

15 A 30 a

GUIDE HUNTER
Numerous sportsmen
take advantage of the
remaining deer season

8 Point

21 A 41 a

INCREASED NEW TRADE
Several merchants have found
it highly profitable to organize
and are starting campaigns for
more business and equal profit

10 Point

19 A 38 a

HEALTHY CHILDREN
Plenty of exercise outdoors
and sufficient sleep are fine
builders of excellent health

6 Point

22 A 45 a

CONSTRUCT MANY BUILDINGS
National statistics compiled under
supervision of reliable men show a
large increase during the past year
in the number of buildings erected

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & \$ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w
x y z . , - ' : ; ! ?

The following characters are furnished
with all fonts from 6 Point to
24 Point inclusive

ff fi fl ffi m

11, 60 and 72 Point carried in stock only at Foundry

Scotch
ROMAN

Scotch Roman Italic

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & \$ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ' : ; ! ?

11 Point carried in stock only at Foundry

Scotch
Roman Italic

14 Point

12 A 24 a

MOTION PICTURE HOUSES
Draw plans for places to be opened in heart of this city. Several foreign stars will have the leading roles next season

8 Point

22 A 42 a

BOUNDLESS PROSPECTS
Excellent opportunities present themselves to investors who have sufficient capital. Many citizens migrating to unexplored regions

12 Point

16 A 32 a

STOP RUSHING
Careless drivers given plenty of warning and must take consequence

6 Point

23 A 45 a

CONNECTICUT IS BEAUTIFUL
Mountains and small lakes where sport and scenery appeal to all are only a part of nature's gift to this wonderful section of New England

10 Point

21 A 42 a

FIRM HAS PROSPECTS
Manufacturers of new article are making giant strides with assurance of many big orders

48 Point

3 A 6 a

6 BROMIDE
Royal Buglers

36 Point

4 A 6 a

HOME BRIDE 8
Elegant position for maid desiring travel

30 Point

5 A 8 a

2 MODERN ROSES
Beautiful exhibit placed among leading features

24 Point

5 A 10 a

SECURE DESIGN
Attractive typography from distinctive design should help production

18 Point

9 A 15 a

CHARMING SEASONS
Delightful party of European excursionists and tourists are traveling amid southern cities

72
Point
3A 5a

60
Point
4A 6a

48
Point
5A 8a

36
Point
6A 11a

24
Point
8A 17a

18
Point N°2
11A 23a

18
Point N°1
15A 28a

14
Point
18A 37a

12
Point
21A 42a

10
Point
23A 47a

8
Point
26A 51a

6
Point
28A 55a

Mythical Sights
Quickly Displayed
Explains Ideal Subject

Delightful Chat

Stylish Cloak Design

PUBLIC OPINION
Great Questions Debated

SPLENDID SUNRISE
Boy Describes Beautiful Sight

REQUIRES EXPERIENCE
Demanded Exceptional Knowledge

ADDS MUCH DISTINCTION
Compositors Produce Handsome Effects

STYLE OF EIGHTEENTH CENTURY
Recent Exhibition Attracts Famous Printers

NICOLAS COCHIN TYPES ARE FAMOUS
Beautifully Printed Specimens Receive Much Praise

FRENCH TYPE DESIGNS QUITE DISTINCTIVE
Excellent Results Obtained Interested Desirable Customer

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi fl

. , - ' " " : ; ! ?

() — « » *

Lining Figures have been added to the
series to meet the requirements
of the American printer

Original French Figures

Put up in separate fonts and furnished
only when specially ordered

\$ 1 2 3 4 5 6 7 8 9 0

NICE Graceful Style

Elegant Display Line NOTICE

MODERN HOUSES ERECTED
Splendid Apartments Magnificently Decorated

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e e f g h i
j k l m n n o p q r
r s t t u v w x y z
ff fi fl ffi ffl & « »)
. , - ' : ; ! ?

Lining Figures have been added to the series to meet the requirements of the American printer

Original French Figures
Put up in separate fonts and furnished only when specially ordered

\$ 1 2 3 4 5 6 7 8 9 0

YOUNG SOLDIER
Service medal awarded man
when first enlistment expired

GRAND RECEPTION
Distinguished Guests Delighted

DESERVING CHARITIES
Supplies for earthquake victims sent
from emergency storehouses instantly

MUNICIPAL GOVERNMENT
Highway commissioner appoints deputies to
patrol indian reservation fearing outbreaks

DISTINCTIVE QUALITIES NOTED
Up-to-date typographers will quickly observe
the versatility of this harmonious type series for
catalogues, booklets, or other advertising matter

SUNSETS OF SOUTHERN CALIFORNIA
Here as the sun sets the natural colors change and the
hills seem to be bathed in transparent films of beautiful
ever-changing shades, creating a scene of rare beauty

ITALIC DESIGN OF EXCEPTIONAL BEAUTY
The italic associate of Nicolas Cochin is indeed a very suitable
one. It follows closely some of the graceful cursive lettering of
the most famous masterly engravers of the seventeenth century

48
Point
5A 9a

36
Point
6A 11a

24
Point
8A 15a

18
Point N° 2
12A 24a

18
Point N° 1
13A 26a

14
Point
19A 37a

12
Point
22A 43a

10
Point
23A 47a

8
Point
25A 50a

6
Point
26A 52a

Cochin e3 Cochin Italic

14 Point 16A 32a

DISCOVERS HISTORIC BOOKS
Metropolitan collector secures fifteenth century religious books in fine condition

12 Point 21A 42a

COLLECTOR OF RELIGIOUS EDITIONS
University professor possesses remarkable library which will probably be presented to his alma mater

10 Point 24A 48a

CRAFTSMEN HAVE BEEN REWARDED
Eminent watch manufacturer rewards employees for many years of faithful service while building up a business that has become internationally famous

8 Point No. 2 27A 53a

ECCENTRIC RULER EMBELLISHED HIS RARE BOOKS
Perhaps the name of booklover could scarcely be applied to Henry III for he probably never read the works that were bound for him in the most elaborate way; however, he showed interest in the art of printing

8 Point No. 1 31A 62a

NUMEROUS WOMEN OF NOBILITY HAD LIBRARIES
So general and ardent has the love of good books been in France, that it would be a very simple thing to write a sort of bibliomaniac history of that country which would prove of the greatest interest

6 Point 39A 75a

LURE OF EXQUISITE BINDINGS HAS LONG BEEN POTENT AT THE FRENCH COURT
As a patron of all the arts, Francis I was naturally an admirer of good bindings. The fates of books were very curiously illustrated by the story of the copy of Homer, which Aldus, the famous Venetian printer, presented to Francis I. This volume was owned for awhile by a leading English statesman

The Cochin Series is made only in the sizes shown above

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & \$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p
q r s t u v w x y z ff fi fl ffi fl
. , - ' : ; ! ? " " () — « » •

14 Point 18A 37a

HAND DECORATED LATIN BIBLE
Collector discovers splendidly preserved volumes in a monastery situated far away in mountains

12 Point 23A 46a

NOVEL METHOD OF COLLECTING BOOKS
Naude had peculiar ideas regarding the buying of rare books. His favorite plan was to buy whole libraries in the gross, speculative lots as the other dealers called them

10 Point 26A 51a

DISTINCTIVE DESIGN ENHANCED BOOK
Among kings and princes it is well to meet one man of letters, and he, the greatest of the age, a bibliophile to wit. The enemies and rivals of Moliere were always reproaching him for his great love of rare old editions

8 Point No. 2 27A 55a

BEAUTIFUL BOOKS NUMEROUS IN BYGONE CENTURIES
Colbert, the celebrated French statesman, was a bibliophile who did not read but who amassed beautiful books and looked forward, as business men do, to the day when he would have time to study them. After Grolier, De Thou and Mazarin, Colbert possessed probably the most elaborate private library in Europe. The ambassadors of France were charged to procure rare volumes

8 Point No. 1 33A 65a

LITERATURE AND HISTORIES OF EARLIEST PERIODS
People who wanted to gain Colbert's favor approached him with presents of books, and the city of Metz presented him with two real curiosities: the famous Metz Bible and the Missal of Charles the Bald. The Elzevirs sent to him their finest examples, though Colbert probably saw more of the fine bindings and the gilt covers of his books than of their contents

The Cochin Italic Series is made only in the sizes shown above

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z e3 \$ 1 2 3 4 5 6 7 8 9 0
a b c d e e f g h i j k l m n n
o p p q r r s s t l u v w x y z ff
fi fl ffi fl . , - ' : ; ! ? " " () — « » •

Gravure Series

72 Point 4 A 5 a

HONEST Sailors 3

60 Point 5 A 7 a

8 Interesting APPEAL

48 Point 5 A 9 a

EXHIBITS Rarest Antique

42 Point 6 A 10 a

10 Mail Order ADVERTISING

36 Point 6 A 10 a

DESIGNING Artistic Booklet Covers

30 Point 7 A 12 a

High-class PRINTING

24 Point 9 A 16 a

MAGNIFICENT Apartment

18 Point 12 A 23 a

Finest Selection of DRESS GOODS

14 Point 17 A 33 a

COUNTRIES Visited by American Citizens

12 Point 19 A 37 a

PREFERENCE FOR HIGH-CLASS ENGRAVING
Essentially Desirable in Fine Advertising Display

Figures

\$ 1 2 3 4 5 6 7 8 9 0

: [I O I] :

Characters

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

a b c d e f g h i j

k l m n o p q r s t u

v w x y z ff fi fl ffi ffl

. , - ' ' : ; ! ?

Cast on Art Line

Raleigh Cursive

72 Point 3A 4a

Highest Realm

60 Point 4A 7a

Magnificent Gowns

48 Point 5A 10a

Enterprising Diplomatist

42 Point 6A 11a

Bulgaria Imported Biplanes

36 Point 6A 11a

Delightful Saxophone Orchestra

30 Point 7A 13a

Noted Educator Attending Convention

24 Point 9A 18a

Beautiful Women Handsomely Gowned

18 Point 15A 28a

Typographic Specimen Deserved Honorable Mention

14 Point 21A 41a

Recent Developments in Horticulture Exciting Considerable Interest

12 Point 22A 45a

Wonderful Reception Tendered International Heroes During Celebration

10 Point 27A 55a

Exhibition of Rare Curios and Fine Antiques Continues to Attract Notable Connoisseurs

Sizes 24 to 72 Point cast on Angle Body

: [102] :

NEW

Jackmurd

ALL MODELS
NOW AVAILABLE FOR

Quick Delivery

Convertibles

Sedans

Victorias

Roadsters

JACKMURD MOTORS

RALEIGH CURSIVE WITH BERNHARD BOOKLET

Bristol

A NEW DEAL IN
HOTELS

RALEIGH INITIAL RALEIGH CURSIVE AND STYMIE LIGHT

Characters

A B C D E F G H
I J K L M N O
P Q R S T U V
W X Y Z & \$
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ar er ir as es is us . , - ' ' : ; ! ?
1 2 3 4 5 6 7 8 9 0

Raleigh Initials

36 Point

A B C
D E F G
H I J K
L M N O
P Q R S
T U V W
X Y Z

Initials J and Q cast on size larger body
26 characters made in all sizes

96 Point

C E D

84 Point

B H F

72 Point

L M G J

60 Point

A Y O P I

54 Point

M Q R N S

48 Point

G T U X V Z

36 Point

M K L J D R H

:[103]:



An Exhibition

OF SCULPTURE BY REUBEN HALS,
CALLED THE RACE OF MAN, WILL
BE OPENED TO THE PUBLIC FROM
FEBRUARY SECOND TO TWELFTH
AT THE MOLIERE ART GALLERIES



Cheltenham Oldstyle

72 Point

3 A 4 a

8 Authority

60 Point

3 A 4 a

Right Styles 5

48 Point

4 A 8 a

2 Money Lender

42 Point

5 A 8 a

Regiment Inspected

36 Point

5 A 8 a

DEPORTS MINER
Questioned Legislation

80 Point

6 A 10 a

MONEY PROMISED
Organizations contributing
extensively toward project

24 Point

6 A 12 a

IMPROVING GARDENS
Japanese chrysanthemum more
mystifying and greatly admired

18 Point

10 A 21 a

MOISTENED
Quaint buildings
interested author

14 Point

15 A 30 a

IMPERFECTION
Golden opportunities
awaiting every youth

12 Point

18 A 38 a

BROWN OCTOBER
Nature bedecks autumnal
woodlands so unstintingly
and sublimely each season

10 Point

21 A 42 a

REFINED DRAPERIES
Beautifully illustrated booklets
present inexpensive decorative
schemes and harmonious color
combinations for bright homes

8 Point

24 A 48 a

INTERNATIONAL RECORD
Expert craftsmen magically produce
wonderful instrument which reveals
almost incredible improvement over
everyday music producing machines

6 Point

24 A 48 a

SOUTHERN RIDING ACADEMY
Thorough instruction in horsemanship and
other outdoor activities imparted by eleven
courteous instructors. Our carefully trained
saddle horses insure safety and the immense
well-lighted riding arena makes instruction
possible notwithstanding climatic conditions

Characters in Complete Font

A B C C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & \$ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r r s
t u v w x y z ff fi fl
ffi ffl Qu ct st ¶])
! " . , - ' : ; ! ?

Characters] ' " not made for 30, 36, 42, 48, 60
and 72 Point sizes

11 Point carried in stock only at Foundry



MODERN NIC-NACS

Cheltenham Italic

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & \$ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z æ ff fi
fl ffi ffl . , - ' : ; ! ?

The following special characters are supplied with all fonts from 6 to 14 Point inclusive. They are put up in separate fonts from 18 to 72 Point inclusive, and are furnished only when specially ordered

A B D E G X N P
R T U b j r v w y Qu

11 Point carried in stock only at Foundry



GRAYBAR COMBINATION BRACKETS, GROUP D USED WITH 18 POINT TEAGUE BORDER NO. 1810

72 Point

8 A 4 a

Reported 2

60 Point

3 A 5 a

3 Stylish Bag

48 Point

4 A 9 a

Author Replying

42 Point

5 A 8 a

Mortgage Satisfied

36 Point

5 A 11 a

BUYING HOMES
Real Estate Bargains

10 Point

20 A 46 a

BOUGHT RESIDENCE
Leading magazine and book
publisher buys historic edifice
situated in picturesque valley
and remodels it for exhibition

18 Point

11 A 21 a

RENOUNCE
Many important
discoveries made

30 Point

7 A 11 a

HONOR SCHOLAR
Students contribute much
amusement for graduates

8 Point

23 A 46 a

NUMEROUS MERCHANTS
Several investigators report foreign
financiers satisfied with conditions
between international business men
that bespeak commercial prosperity

14 Point

15 A 28 a

HIDE FIGURES
Exchanges machine
after prolonged trial

24 Point

7 A 12 a

SECURE PERFORMER
Eastern instrumentalist giving
demonstrations during sojourn

6 Point

22 A 46 a

EMINENT ARTISTS LECTURED
Prominent printers congregate in spacious
auditorium and listen attentively to expert
designer speaking about the application of
modern art to printing. Definite plans are
being made by advertising and publishing
company for additional educational talks

12 Point

17 A 36 a

SECURES DESIGN
Display of newest styles
drew immense crowds of
motorists to annual show

Cheltenham Medium

72 Point 3 A 4 a
Nightly 6

60 Point 3 A 6 a
3 Repeater

48 Point 4 A 7 a
Dandy Baby 8

42 Point 5 A 8 a
21 ROMANTIC
Historical Study

36 Point 5 A 9 a
MAGIC WORDS 2
Important Message

30 Point 6 A 10 a
RIVER CLUB TENNIS
5 Matches Great Event

24 Point 7 A 14 a
SIGNS OF PROSPERITY 1
Country Grange Attractions

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & \$ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r r s
t u v w x y z ct st
. , - ' : ; ! ?

The following characters are furnished with all fonts
from 6 Point to 18 Point inclusive
ff fi fl ffi ffl

The Incomparable
Cheltenham Family

DECORATIONS UNITS FROM MODERN NIC-NACS

18 Point 11 A 21 a
IMPORTUNE
Frank criticism
stimulates help

10 Point 19 A 38 a
ESCAPE HOT SPELL
Many who like outdoor
recreation defer taking
their vacation until cool
September winds come

14 Point 15 A 28 a
FINE AMBITION
Industrious printer
shows artistic taste
for finest sketching

8 Point 22 A 45 a
ACQUIRES RARE PRINTS
Those hoping to collect prints
could select one department,
and find an active and trusted
print dealer who is assuredly
in sympathy with such efforts

12 Point 17 A 34 a
DISCOVER TRUTH
Merchants convinced
that advertising would
market their products

6 Point 26 A 50 a
PUBLIC SCHOOLS PROGRESS
The prevailing and ancient method
of taking and training apprentices
can not and does not create skilled
workmen. Instruction in printing is
being given nowadays in our public
schools with many excellent results

Cheltenham Medium Italic (Non-Kerning)

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & \$ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z Æ Š
ff fi fl ffi ffl . , - ' : ; ! ?

Cheltenham
Medium Italic

DECORATIONS UNITS FROM MODERN NIC NACS

10 Point

19 A 38 a

RARE GEMS GIVEN
Generous magnate will
award prize to students
finishing college course
in practical advertising

18 Point

10 A 20 a

UPHOLDING
Knight plowed
fertile meadow

8 Point

22 A 43 a

DRIVER FIXED BRAKES
Every good chauffeur should
regularly inspect entire body
of his automobile. If bolts or
nuts become worn and loose
do not neglect proper repairs

14 Point

15 A 28 a

RETURNS FISH
Careful sportsman
lost dandy pickarel
before leaving boat

6 Point

24 A 48 a

PROFIT SURPRISES PRINTER
New inventions gradually replaced
methods in vogue forty odd years
ago when every artistic compositor
was an expert rule twister. Efficient
production and quality work make
the hard working job printer happy

12 Point

18 A 36 a

GRAND STEAMER
Magnificent transport
brings returning army
from turbulent section

72 Point

3 A 4 a

Buyers 5

60 Point

3 A 5 a

6 Avoiding

48 Point

4 A 6 a

Special Offer 1

42 Point

5 A 7 a

3 BLIND MICE
Lovely Styling 8

36 Point

5 A 8 a

FINE DIAMOND
2 Beautiful Homes

30 Point

6 A 9 a

MEN ANNOUNCE 4
Indoor Championships

24 Point

7 A 12 a

ELITE COUNTRY CLUB
Offers Gala Entertainment 7

Cheltenham Bold

120 Point

3 A 4 a

Sight 2

96 Point

3 A 4 a

5 Maple

84 Point

3 A 4 a

Camp 6

72 Point

3 A 4 a

3 Printer

60 Point

3 A 5 a

Mythical 4

48 Point

4 A 6 a

8 EXPLORE
Original Girls

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & \$ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
r s t u v w x y z
. , - ' : ; ! ?

Cheltenham
BOLD

CHARACTER FROM MODERNISTIC BORDER NO. 73

42 Point

4 A 8 a

Might

18 Point

10 A 20 a

NICKNAME
Honest Sport

36 Point

5 A 8 a

HORN
Grated

14 Point

14 A 26 a

REPRODUCES
Quaint Drawing

30 Point

6 A 10 a

ENTIRE
Delivery

12 Point

17 A 33 a

DESCRIBE SCENE
Entering Battlefield

24 Point

6 A 13 a

NEITHER
Simplified

10 Point

18 A 37 a

SOLDIERS REJOICE
Timely reconnoitering
narrowly averted war

8 Point

22 A 45 a

INDUSTRIOUS WORKER
Diligent mechanic becomes
department superintendent

6 Point

24 A 48 a

BOLD MOUNTAIN CLIMBERS
Encounter many hardships while
making perilous journey upward

Cheltenham Bold Italic

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & \$ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

Sizes 24 to 72 Point furnished also
on Angle Body

72 Point

3 A 5 a

Regular 9

60 Point

4 A 6 a

2 Complains

48 Point

4 A 6 a

Gigantic Sale 5

**Cheltenham
Bold Italic**

42 Point

5 A 7 a

**3 MINERALS
Specimen Gem**

12 Point

15 A 32 a

GUIDES DESIGN
*Sought suggestions
wandering through
picturesque valleys*

24 Point

7 A 11 a

REOPEN
*City folks
interested*

10 Point

16 A 34 a

NOTED GROUNDS
*Children frolic midst
wonderful botanical
garden and enjoy the
exhilarating climate*

18 Point

9 A 20 a

SPECIMEN
*Brochure by
old artificer
delights boy*

8 Point

20 A 42 a

COMPLIMENTS ARTIST
*Many entertaining exhibits
of painting are displayed in
the main room. The library
habitué will be interested in
these fascinating art works*

6 Point

20 A 42 a

SOLDIERS IN MANEUVERS
*Numerous troops forming with
beautiful accuracy along road
passed inspections and started
active work. Quickly establish
permanent headquarters while
zephyrs sharpen their appetite*

14 Point

14 A 28 a

DISTRIBUTER
*Urchins pleased
with many gifts
donated weekly
by the merchant*

36 Point

5 A 8 a

MORTGAGES 1
*Payable Monthly
Legal Compound*

30 Point

6 A 9 a

4 FINE EFFICIENT
*Advertisers Prospect
Showy Organization*

Cheltenham Bold Condensed

72 Point

3 A 4 a

1 Hunts Quality

60 Point

3 A 4 a

Designs Boudoir 2

48 Point

4 A 8 a

9 BROUGHT RADIOS
Graphic Art Displayed

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & \$ 1 2 3
4 5 6 7 8 9 0
a b c d e f g
h i j k l m n
o p q r r s t
u v w x y z
. , - ' : ; ! ?

42 Point

5 A 8 a

MODERN GOWNS
Elicited Admiration

\$ 1 2 3 4 5 6 7 8 9 0

24 Point 8 A 16 a
ENHANCING
Beautiful star
shining bright

12 Point 21 A 44 a
DEFENDS DOCTRINE
Honor system becomes
main discussion among
professors at meetings

36 Point

5 A 8 a

STRANGE REMEDIES
Beautiful Girls Embark

18 Point 12 A 26 a
IMPROVEMENT
Enlarged interior
has pleasing look

10 Point 22 A 46 a
POSTPONE PROGRAM
Curtail winter concerts of
symphony orchestra until
arrival of eminent soloists

30 Point

7 A 13 a

CONDENSED LINES HELP
Enabled job printers to save
valuable space when needed

14 Point 17 A 36 a
HEROIC REGIMENT
Springfield holds fine
banquet for the many
men who gained fame

8 Point 27 A 54 a
ERECTED BEAUTIFUL HOME
Retired manufacturer purchases
tract adjoining present property
for building magnificent mansion

6 Point 30 A 60 a
OFFICIAL REFUSES NOMINATION
Government officer declared principal
reason for not accepting situation was
remuneration. This created quite some
comment among several acquaintances

Cheltenham Bold Extra Condensed

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r r s t u v w x y z
ff fi fl ffi fll . , - ' : ; ! ?

\$ 1 2 3 4 5 6 7 8 9 0

14 Point 20 A 40 a
ENERGETIC PLANS
Serious development
undertaking finished

12 Point 24 A 48 a
LEADING GYMNASIUM
Many contestants report
intense activity at camps

10 Point 27 A 54 a
NOTEWORTHY DECISION
Important questions settled
during informal conference
between opposing societies

8 Point 33 A 68 a
INDEMNIFIED MANUFACTURER
Erecting monstrous warehouse of
standardized materials as required
by the fire insurance underwriters

6 Point 36 A 73 a
NUMEROUS CHANGES IN SCHEDULE
Excursion steamers crowded to capacity
with smiling throngs of July vacationists
returning home after enchanting pleasure
jaunts to mountain and seashore resorts

42 Point 6 A 10 a
Red Eagle

36 Point 6 A 10 a
Night Hawk

30 Point 8 A 14 a
FOREBODING
Hemispherical

24 Point 10 A 19 a
DISCOMPOSURE
Brief Exploration

18 Point 15 A 31 a
PERFECT SPECIMEN
Kinder Characteristic

120 Point 3 A 4 a
Engine 4

96 Point 3 A 4 a
1 Company

84 Point 3 A 4 a
Machinery 8

72 Point 3 A 5 a
6 Graphic Arts

60 Point 3 A 5 a
Liquidate Debts 3

48 Point 6 A 9 a
5 SPRING FASHIONS
Automobile Showings

:[I I I]:

Cheltenham Bold Extended

72 Point

3 A 4 a

Nails 5

60 Point

3 A 4 a

Hunters

48 Point

3 A 4 a

Excursion

42 Point

3 A 5 a

REDUCING
Best Mark 3

36 Point

3 A 5 a

INSPECTORS
Unique Mode

80 Point

4 A 7 a

PERFORMANCE
Entertain Society

24 Point

5 A 9 a

PLEASANT SINGER
Swedish Nightingale

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & \$ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
r s t u v w x y z
. , - ' : ; ! ?

CHELtenham
BOLD
EXTENDED

PENLINE FLOURISHES 7203L AND 7203R GROUP 4

18 Point

7 A 13 a

BROKEN
Solicitors
mystified

10 Point

13 A 28 a

INSTRUCTION
Extra buildings
provide golden
opportunity for
additional class

14 Point

10 A 21 a

REMINDER
Companion
encouraged
further trial

8 Point

15 A 30 a

MINIATURE ROSE
Swiss horticulturist
exhibits interesting
hardy varieties that
brought loud praise
from noted growers

12 Point

12 A 25 a

NOURISHING
Food scientist
makes rations
very tempting

6 Point

17 A 35 a

RAINBOW CREATION
Beautiful satin ribbons
help in conveying that
distinctive atmosphere
of rare refinement and
good taste so desirable
and universally sought

Cheltenham Wide

72 Point

3 A 4 a

Signifies 8

60 Point

3 A 4 a

MOTIONS
Rejuvenate

48 Point

4 A 8 a

DEMAND 93
Select Quality

42 Point

4 A 8 a

BAKED CAKE
Invites Neighbor

36 Point

5 A 8 a

REAL PRINTING
25 Elegant Layouts

30 Point

5 A 10 a

PUBLICITY STUNTS
Distinguish Advertising

Characters in Complete Font

A B C C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r r s t u v
w x y z ff fi fl ffi ffl
Qu ct st ¶)] ' "
. , - ' : ; ! ?

Characters] ' " not made for 30, 36, 42, 48, 60
and 72 Point sizes

11 Point carried in stock only at Foundry

Cheltenham Wide

24 Point

6 A 12 a

GHERKIN
Stimulating
the appetite

18 Point

10 A 21 a

NEIGHBORS
Hold rehearsal
of playlet early

14 Point

15 A 30 a

BURN CHURCH
Historical building
and art collections
completely ruined

12 Point

18 A 38 a

FORTUNE SMILED
Diamond miner found
indescribable beauties
after wearisome quest

10 Point

21 A 42 a

DEFECTS REVEALED
Notable professors bring
remarkable photographs
for use in scientific study

8 Point

24 A 48 a

CONCERNING DREAMERS
Natural ability without energy
is always deplorable and often
terminates in complete despair

6 Point

24 A 48 a

ENERGETIC FOLKS ADVANCE
Lazy men are most certain of failure
while active men invariably succeed
in most fields. This statement should
be carefully considered by everyone

GUIDE delayed 6

1 delightful MAIDEN

FINE GOLD

3 parking rules

QUAINT SHOP
harmony prevailed

SPRING CHORUS
paint sylvan landscape

IMPORTS FURNITURE
firm received large shipment

MODERN PICTURES SHOWN
SPECIAL attraction pleases hundreds

PROGRESSIVE REPORTS MADE
BANKERS anticipated greater prosperity

APPROVES MODEST STYLES
SEVERAL attractive samples shown

IMPROVED DECORATION SOUGHT
LARGE building employed mysterious design

UNIVERSALLY IMPROVED CONDITIONS
REGULAR monthly statements show improvement

REMARKABLE SYMPHONIC PROGRAM RENDERED
GRAND opening highly impressed critical cosmopolitan audience

PROPERTY OWNERS HOLDING FOURTH CONVENTION
SUBURBAN residents make application for needed traffic improvements

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z . , - ' : ; ! ?
@ [— • ~ ® ¢

Characters ® ¢ made only in sizes from 6 to 36 Point

Characters ff fi fl ffi fll made only in sizes from 6 to 18 Point

Small Caps in sizes from 6 to 18 Point are put up separately and
furnished only when specially ordered

Cooper Italic (Non-Kerning)

72 Point 3 A 4 a

HOME supreme 8

60 Point 3 A 4 a

5 introducing NIECE

14 Point 16 A 32 a

MENTIONING PRODUCTION
famous corporation increasing force

12 Point 21 A 42 a

OPERATION IMPROVED SURGEON
restricted habits and recreation prolong life

10 Point 23 A 46 a

PRONOUNCE METHOD INDISPENSABLE
maintaining improved typographic service becoming
purpose of largest printing and advertising concerns

8 Point 26 A 52 a

WONDERFUL IMPROVEMENTS CONTEMPLATED
impressive assortment of new models exhibited at automobile
show presages continuation of development for motor industry

6 Point 30 A 60 a

GREAT RESULTS ACCOMPLISHED BY DOING WORK WELL
preference for high-class printing is justified from the standpoint of sound
business and also from an admiration for clever, discernible craftsmanship

48 Point 4 A 6 a

NICE TIME
2 beautiful rug

36 Point 5 A 7 a

SEND REPORT
financial problems

30 Point 6 A 10 a

BRIGHT SOLDIER
displays nice uniform

24 Point 8 A 16 a

GOVERNMENT BONDS
broker considering investment

18 Point 11 A 22 a

MODERN TYPES DESIGNED
insure distinctive typographic effect

16 Point 14 A 28 a

PUBLICITY PRINTING EXHIBIT
display in newspapers pleased advertisers

:[115]:

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl
. , - ' : ; ! ? ()

Characters ff fi fl ffi ffl made only in sizes from 6 to 18 Point

Cooper Black

120 Point 3A 3a

OIL sold

96 Point 3A 3a

half 8

72 Point 3A 3a

BE paid

60 Point 3A 4a

3 days IN

48 Point 3A 4a

BOLD style

42 Point 3A 4a

4 stage HITS

36 Point 3A 4a

REAL position

30 Point 4A 7a

inspected HOMES

: [116] :

24 Point 5A 9a

PINK drapery

18 Point 6A 13a

delighted FRIEND

14 Point 10A 20a

MAYOR greatly pleased

12 Point 13A 26a

BEAUTIFUL SPRING COATS
finely tailored sport costume

10 Point 14A 28a

ENTRANCING MUSICAL DRAMA
collegiate glee club has rehearsal

8 Point 16A 32a

METROPOLITAN BUSINESS INCREASED
builder receives many encouraging reports

6 Point 18A 36a

NOTED JURIST GIVES IMPORTANT DECISION
this long disputed question satisfactorily settled

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ? @ . -]

Cooper Black Italic

120 Point 3A 3a

SIX tails

24 Point 5A 10a

HOME delights

18 Point 6A 15a

indisputable STORY

14 Point 10A 23a

CHARMING lace displays

12 Point 13A 26a

investigated annual REPORTS

10 Point 14A 28a

CROWDS welcome arctic explorer

8 Point 16A 32a

DISCOVERS UNTOLD MINERAL WEALTH
young traveler described unexploited region

6 Point 19A 38a

ROMANTIC ADVENTURE LIES BEYOND HORIZON
wanderlust victims always enjoy the wide open spaces

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z & \$

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z . ,

- ' : ; ! ? [] , - ()

The following characters are fonted separately and furnished
only when separately ordered

À Á Â Ã Ä Å Æ Ç È É

Ê Ë Ì Í Î Ï

96 Point 3A 3a

shift 4

72 Point 3A 4a

NO mail

60 Point 3A 4a

5 built UP

48 Point 3A 4a

MEN signed

42 Point 3A 4a

sold 28 LOTS

36 Point 3A 5a

REAL publicity

30 Point 4A 8a

duplicates ORDER

:[117]:

Cooper Hilite

120 Point 3A 3a

BIG girl

96 Point 3A 3a

thin ICE 2

24 Point 5A 9a

RECOGNITION
elegant lecture

18 Point 6A 13a

ORIENTAL CARPET
beautiful tapestries

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & \$ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x
y z . , - ' : ; ! ?
q . - }

72 Point 3A 3a

HIS job

60 Point 3A 4a

high BIT

48 Point 3A 4a

SIX forty 5

36 Point 3A 4a

largest HARE

30 Point 4A 7a

MODERN RINKS
delight juveniles

Parsons Series

72 Point

3 A 4 a

18 Point

7 A 21 a

10 Point

12 A 36 a

5 Holiday

EXHIBITION
New products
put on display

MANY NEW FEATURES
Embodied in the Parsons
design have made it liked
by clever advertising men

60 Point

3 A 4 a

14 Point

9 A 27 a

8 Point

14 A 42 a

Developed

MOST Delightful
Originality marks
the Parsons types

THOSE LONG ASCENDERS
And descenders help to give
effects that are certainly very
novel and also very attractive
if used with pleasing restraint

48 Point

3 A 7 a

12 Point

10 A 30 a

6 Point

16 A 46 a

NUMEROUS
2 Employment

FINE Complimentary
Things have been said
of this series by all the
printing trade papers

FOR CERTAIN FORMS OF JOB
Work, in which there are not too
many lines, this type provides all
the most important advantages of
hand lettering; that is, informality
and distinction, qualities that are
of value in securing the attention

Parsons

36 Point

3 A 8 a

6 GRAND BIRDS
Some Magnificent

30 Point

4 A 10 a

ROMAN SCHOLAR
Education propelling
force in craftsmanship

24 Point

5 A 12 a

AMERICAN development
Intrepid explorers continue
trail completely unmolested

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z
& \$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
fi fl ffi ffl . , - ' : ; ! ? — []

All fonts contain a few of the long Ascenders and Descenders. These are cast on double the regular body, excepting those for the 14, 60 and 72 point, which are cast on 30, 108 and 120 point bodies

b d g h k l p y

All sizes are very easily justified with spaces and quads, thus assuring quick and perfect alignment

Characters fi fl ffi ffl made only in 6 to 18 point sizes

Nubian Series

72 Point 3A 4a

Sharp

60 Point 3A 4a

Garden

48 Point 3A 4a

Query S9

42 Point 3A 5a

Syndicates

36 Point 4A 6a

Oriental 492

dorian

NOVELTY SHOP

**ROCK &
RYE**

Frosted Rock and
Rye Bottles, ster-
ling silver trimmed.
.79

**Airplane
Travelers**

Zipper Bag of Moire
used as a back rest.
Quilted throw of
lamb's wool.
24.60

**KID
MULES**

High heeled, silver
lined. Ultra modern.
10.98

NOVELTY SHOP

dorian

NUBIAN AND BERNHARD GOTHIC LIGHT

Characters

**A B C D E F G
H I J K L M N
O P Q R S T
U V W X Y Z &
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ' ' : ; ! ?**

The following characters are cast recessed in sizes from 24 to 72 Point

A F L P T V W Y

30 Point 5A 7a

Oil Gun

24 Point 5A 9a

Quits Job

18 Point 6A 11a

**DESIGNED
Many Boats**

14 Point 9A 17a

**MODEL SHOP
Pays Dividend**

12 Point 11A 21a

**GARDEN
Help Man**

10 Point 12A 24a

**BOUNDED
Rapid Shot**

8 Point 14A 28a

**DRY BRUSH
Queries artist
about designs**

6 Point 15A 30a

**EASTER SALES
Many bargains in
beautiful baskets**

1 2 3 4 5 6 7 8 9 0 \$

: [120] :

GALLIA SERIES

72 Point 3 A

KINGS

60 Point 3 A

BINDER

48 Point 4 A

RUG SALE

36 Point 6 A

NICE DESIGN

30 Point 8 A

SAMPLE GOWNS

24 Point 9 A

CHARMING SINGER

18 Point 12 A

BRIGHT COLORS PLEASED

14 Point 15 A

SCORE BOARDS

12 Point 16 A

MODEL PICTURE

Characters

A A B C D E E F G H I J
K L M N O P Q R R S S
S SS T T U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0 . , ~ ' : ; ! ?

FLATTERY
OF FOX



TOWN COATS
BY MAY



AMAZING
SOFTNESS



WORTHY
COLLECTION

GALLIA WITH BODONI ITALIC

FOOD

FOR THOSE
WHO KNOW



CHOICER,
fresher foods, and bet-
ter balanced portions,
French cuisine, at less
than you would expect
to pay. Luncheon 60c.
Dinner 75c. Cocktails
25c. No cover charge.

JAY'S

123 HADON STREET

GALLIA WITH BODONI FAMILY
CALENDAR AUXILIARY GROUP F CHARACTER 39

Parisian Series

VISIT THE
FLORIST
SHOP



at JOY'S

• A separate little shop has been set apart for your delectation . . . Fresh cut flowers; always on hand. See the Geranium display

• JOY'S

TYPOGRAPHIC DOT AND MODERN NIC-NACS
3 POINT MODERNISTIC BORDER NO. 4

72 Point 3 A 4 a

RUN Quickest

60 Point 4 A 6 a

Delightful IDEAS

48 Point 6 A 9 a

BUYS Rare Hyacinth

42 Point 7 A 10 a

Merchant Imported LACE

36 Point 7 A 11 a

JOINT Convention Approved

30 Point 8 A 14 a

International Photographer FOUND

Characters

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

a b c d e f g h i j k l m n

o p q r s t u v w x y z

. , - ' ' : ; ! ?

The following characters are cast recessed in 60 and 72 Point sizes

A F L S T V W Y

24 Point 10 A 17 a

RURAL HOME
Picturesque Cottage

18 Point 14 A 30 a

SPLENDID SONG
Played Latest Rhapsody

14 Point 19 A 38 a

ENDEARING CHARM
Symphony Rendition Exquisite

12 Point 23 A 46 a

BRIGHT SELECTION
Lauded European Thespian

10 Point 26 A 53 a

SUPERFINE QUALITY
Extraordinary Display Pleases

8 Point 27 A Made in Caps only

DEALERS ENTHUSIASTIC
MADE ELABORATE PLAN
FOR MONTHLY MEETING

6 Point 28 A Made in Caps only

THE METROPOLITAN COLLEGE
COMMENCEMENT EXERCISES
STUDENT RECEIVED DIPLOMA

.....

1 2 3 4 5 6 7 8 9 0 \$

:[122]:

Camelot Oldstyle

36 Point 6 A 9 a
BRIGADIER
Managerial

30 Point 6 A 13 a
DESCENDING
Recapitulation

24 Point 8 A 15 a
SPECTROSCOPE
Electric Separator

18 Point 12 A 23 a
NUMEROUS POEMS
Pleasant Country Ride

12 Point 16 A 40 a
HAND LETTER DESIGN
Beautiful letters imparted
a feeling of class to every
ordinary piece of printing

10 Point 18 A 40 a
DISTINGUISHED CUSTOMER
Magnificent stage costumes
displaying appropriate taste
brought unstinted approval

8 Point 20 A 52 a
DREAMER BUILDS MODERN EDIFICE
Enthusiastic architect praises work
and originality of young unknown
who had just finished new building

6 Point 25 A 50 a
MAGNIFICENT SHOWINGS HELP SALES
Carefully planned and printed publicity
cannot fail to inspire confidence in your
product by its unconscious appeal to the
esthetic sense of the average individual

Characters in Complete Font
A B C D E F G H I J K L M N O
P Q R R S S T U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0 a a b c d e f
g h h i j k l m m n o p q r s t u v
w x y z ff fi fl ffi ffl &t . , - ' : ; ! ?

Hyancinthe
Creations
The Hyancinthe Shop
North Bloomfield Center

Adonis Series

Characters
A A A B B C D E
F G G H I J K L M
N O P Q R S T T U
V V W W X Y Z &
a b c d e f g h i
j k l m n o p q r
s s t u v w x y z
. , - ' : ; ! ?

24 Point 8 A 16 a
Exceptional Clothing Bargain
5 Modernistic Textile Designs

18 Point 13 A 26 a
Beautiful Lettering Attractively Handled
Imparted Charm to Every Advertisement

14 Point 18 A 36 a
Newest Models in Streamlined Effects Thrill Critics
Eagerly Await Opening of International Exposition

12 Point 21 A 42 a
Uncover New Evidence of Ancient South American Culture
Civilization More Idealistic in Some Degree Than Our Own

10 Point 25 A 50 a
More advertisers are calling for uncommon type designs and layouts
that will give their products a certain elusive air of cultured refinement

8 Point 26 A 52 a
Brilliant and almost unbelievably hazardous undertaking finally succeeds after
countless days of unmitigated toil and patient struggling against recalcitrant foe

:[123]:

Figures for Adonis

1 2 3 4 5 6 7 8 9 0 \$

Della Robbia

72 Point

SERIES 1
QuickSet

3 A 4 a

36 Point

DRIVE
Myriad

4 A 9 a

14 Point

13 A 26 a

DISJUNCTION
Prominent exhibit
secures first prize
at agricultural fair

12 Point

16 A 33 a

30 Point

5 A 11 a

PERISH
Liquidity

UNEXPERIENCED
Big municipal pageant
thrilled large gathering
of enthusiastic citizens

60 Point

3 A 4 a

24 ARCH
Rare Prints

24 Point

7 A 12 a

NIMROD
Rhapsodist
Deplorable

10 Point

18 A 36 a

MAIN CONCOURSE
Discerning photographer
secures wonderful views
for suburban newspaper

8 Point

23 A 46 a

EXCELLENT PROGRAMME
Impressive demonstration marked
arrival of distinguished foreigners
who have come for trade meeting

48 Point

4 A 8 a

MEETING 5
Special Agent

18 Point

9 A 18 a

KNAPSACK
Underhanded
Hieroglyphics

6 Point

26 A 52 a

PROFESSIONAL INFORMATION
Manufacturing companies amalgamated
their research departments in order that
greater efficiency might be secured. This
necessitated many changes in personnel

36 Point Della Robbia Figures

\$1234567890

Characters in Complete Font

A B C D E F G H I J J
K L M N O P Q R R S T
U V W X Y Y Z QU Q &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o
p q r s t u v w x y z Qu d
ff fi fl ffi m . , - ' . : ; ! ?

54 Point carried in stock only at Foundry

42 Point

5 A 9 a

8 EMPLOYEES
Oppose Striking
General Offices

72 Point 3A 9a

Automobile Oiled

60 Point 4A 12a

Membership Gaining

48 Point 4A 16a

Elegant Hosiery Displayed

42 Point 4A 16a

Radio Broadcasting Program

36 Point 5A 17a

Attractively Decorated Auditorium

30 Point 6A 22a

Beautiful Engravings Sold Quickly

24 Point 7A 26a

Extraordinary Typographic Effects Obtained

18 Point 10A 40a

Unusual Demonstration Marks Thirtieth Anniversary

14 Point 14A 55a

Beautiful Landscapes Exhibited at Metropolitan Museum of Art

12 Point 16A 63a

Graduates Received Handsome Diplomas at the Annual Commencement Exercises

The New Low Priced
RADIO

La

Petite

|| A Handful
of RADIO

... You've
always wanted to own
one of these compact
little **RADIOS** ... Now
is your **CHANCE**

...

PETITE RADIO COMPANY

LIBERTY SERIES WITH BODONI AND ITALIC
GRAYBAR COMBINATION BRACKETS GROUP G

Characters

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & \$
a b c d e f g h i j k l
m n o p q r s t u v w
x y z . , - ' : ; ! ?
1 2 3 4 5 6 7 8 9 0

★ Cast on straight body and can be justified with regular quads

36 Point

6 A 11 a

ENDURANCE REGORD
Equestrians Gomplimented

30 Point

7 A 14 a

DELIGHTFUL ADVENTURE
Ancient Glipper Ship Welcomed

24 Point

9 A 13 a

REAL SGIENTIFIG INSTRUGTION
Prominent speaker announces a series
of lectures regarding muscular exercise

18 Point

14 A 28 a

PERT DAMOSEL BEGUILLES NEW STUDENT
Charming oriental perfumes gently wafted through
the atmosphere bring back long-forgotten memories

Stylish Hats
from Paris

THESE hats are imported by
this company direct from the
leading French designer and
have been conceded the most
exclusive of all foreign goods

FIFTEEN DOLLARS TO
SIXTY DOLLARS

MAKLEN & GO.
Rutherford Boulevard

Modern
Suit
Pump

New for wear
with the

Spring
Suit

\$8.50

NUREMBAR'S

ANNOUNCEMENT SERIES WITH BODONI

Characters in Gompote Font

A B B G D D E F G
H I J K L M M N N
O P P Q R R S T U
V V W W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi fl
fa fe fo fe fu ng ry ty
. , - ' ' : ; ! ?

Characters ng ry ty not made for
6 Point and 8 Point sizes

14 Point

21 A 40 a

ELEGANT MERGHANDISE
Business promoters developing
experimental suburban hamlet

12 Point

22 A 44 a

HELD SECRET GONFERENCE
Negotiations quickly discontinued
notwithstanding pacifying actions

10 Point

25 A 50 a

PROPOSE DEVELOPMENT FUND
Magnanimous building superintendent
distributes numerous gratuities among
diligent employees for efficient services

8 Point

26 A 50 a

BIG COLLEGES RESUME ACTIVITIES
Students hastening back to classrooms from
long vacation are enthusiastic over prospect
of being promoted before commencing terms

6 Point

27 A 53 a

MODIFY PLANS FOR APARTMENT HOUSE
Draughtsmen hurriedly prepare numerous designs
for manufacturer who contemplates increasing the
production of large factory despite repeated warning
from friends and associates opposing the agreement

Announcement Italic

36 Point

6 A 11 a

HARMONIOUS CHORD
Large Entranced Audience

30 Point

7 A 13 a

STRENUOUS SPORTSMEN
Brilliant Maneuvering Cheered

24 Point

8 A 16 a

SILENCE IS A GOLDEN VIRTUE
An honest and courageous person will seldom question the integrity of others

18 Point

13 A 24 a

PERFECT WORKMANSHIP BRINGS PRAISE
Real satisfaction comes from doing one's work in a manner that precludes the possibility of criticism

Characters in Complete Font

A B B G D D E F G
H I J K L M M N N
O P P Q R R S T U
V V W W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi fl
fa fe fo fr fu ng ry ty
. , - ' ' : ; ! ?

Characters ng ry ty not made for
6 Point and 8 Point sizes

14 Point

20 A 40 a

RAILROAD EXCURSIONS
Throngs appreciated splendid train service and amusements

12 Point

22 A 44 a

PRINTERS DESIRE INCOME
Handsome type faces are business creators which help multiply trade

10 Point

23 A 47 a

IMPRESSING NOTED TEACHER
Remember to choose your friends very thoughtfully and wisely. The man who believes in nobody is not to be trusted

8 Point

25 A 50 a

DECREASED PRINTING EXPENSES
Inefficiency sometimes intrudes itself under the most successful management. The great fault often lies in poor printing equipments

6 Point

26 A 52 a

FINE COMPOSITION AND PERSONALITY
Many good talkers lose their argument because of a disagreeable personality, just as good copy often fails because of unattractive display. Personality like composition always pays the largest dividends

A
GREAT SALE
OF
BOUGLÉ
SUITS
(THREE)
PIECE)
\$17.50
Hand-Loomed
☆
Non-Stretch
☆
Ten Colors
☆
LUCILE

ANNOUNCEMENT ITALIC WITH BODONI BOOK

The House of
Mallingfriend
2468 Raymond Street
Chicago
Desires to call the attention of the public to the annual exhibit of
Spring and Summer Gowns
Our sunlit rooms permit selections to be made undisturbed in an atmosphere of pleasing privacy
Monday, Tuesday, Wednesday
February 24, 25, 26

48 Point

4A 12a

Designer Exhibited Quaint French Specimen

36 Point

5A 15a

Beautiful Composition Awarded Graphic Arts Medal

30 Point

6A 18a

14 Point

3A 39a

Advertising Proficiency Explained
Enterprising Merchant Adopted System

Patriotic Societies Donate Emblems
Historic Mansion Restored to Former Beauty
Valuable Colonial Manuscript

24 Point

8A 24a

12 Point

15A 45a

Beautiful Decorations Reproduced
Handwriting Expert Signed Legal Document

President Issued Eighth Annual Statement
Big Munition Corporation Secured Large Contracts
Board of Directors Hold Conference

18 Point

10A 30a

10 Point

17A 51a

Tourists Charter Palatial Steamship Majestic
Delightful Inland Scenery Inspired Brazilian Ornithologists

Quaint New England Colonial Residence
University Arranges Important Shakespearean Pageant
Wonderful Landscape Photography

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & \$ 1 2 3 4 5 6 7 8 9 0 ~ ∞
a a b c d e e f g h i j k l m m n n o p p
q r s t u v w x y z no ve . , - ' ' : ; ! ?

ENGRAVERS BOLD

36 Point 3 A
SUM

30 Point 4 A
KING

24 Point 5 A
MIRTH

18 Point No. 2 7 A
ESTATES

18 Point No. 1 8 A
DISHONOR

12 Point No. 3 10 A
BOLD MINER

12 Point No. 2 12 A
**IDEAL FRIENDS
MODERN PRICE**

12 Point No. 1 17 A
**PROMINENT DRIVER
MODERN PURCHASE**

6 Point No. 5 16 A
**DISTINGUISHED PAINTER
KNIGHT PROCURES HOME**

6 Point No. 4 20 A
**REPRODUCED FAMOUS MASTER
ARCHITECTURAL SUPERVISORS**

6 Point No. 3 27 A
**REMARKABLE SPECIMEN COLLECTIONS
AMERICAN CONTRACTORS INSTRUCTED**

6 Point No. 2 30 A
**MANY BRIGHT PRINTERS MOVING NORTHWARD
INSTRUCTORS PRESENT VEXATIOUS PROBLEMS**

6 Point No. 1 34 A
**SEVERAL MAGNIFICENT SCENES INSPIRED DESIGNER
ENTERTAINERS DEMANDED INSURANCE PROTECTION
SOME ROMANTIC ESCAPADES RECENTLY DISCLOSED**

CHARACTERS

A B C D E

F G H I J

K L M N O

P Q R S T

U V W X Y

Z & \$ 1 2 3

4 5 6 7 8 9 0

. , - ' : ; ! ?

The following overhanging characters are
supplied with each font except
6 Point Nos. 1 and 2

A F P T V W Y

READINGS

FROM

DICKENS

By ALICE N. REID

ELOCUTIONIST

MISS REID HAS BEEN
DELIGHTING LARGE
AUDIENCES FOR THE
PAST FOUR SEASONS

WEDNESDAY EVENING
JUNE TENTH

AT THE

BIRGEN AUDITORIUM

SOUTH BURLING STREET

MERIDEN

ENGRAVERS ROMAN

24 Point 5 A

**BRING
HOPES**

18 Point 8 A

**MARKER
EXPIRES**

12 Point No. 43 11 A

**FILE REPORT
PRINT CARDS**

12 Point No. 42 13 A

**NICER SPECIMEN
ELEGANT MENUS**

12 Point No. 41 17 A

**SOUND INVESTMENTS
UNUSUAL SIMPLICITY**

CHARACTERS

A B C C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & \$

1 2 3 4 5 6 7 8 9 0

. , - ' : ; ! ?

A V W Y overhanging characters in each font

6 Point No. 43 18 A

**ATTENDS ANNUAL MEETING
STOCK EARNING DIVIDENDS
OFFICIALS HIGHLY PLEASED**

6 Point No. 42 23 A

**AUTOMOBILE INSURANCE POLICIES
DIGNIFIED BUSINESS STATIONERY
INTERESTING DOCUMENTS SIGNED**

6 Point No. 41 34 A

**SET BUSINESS FORMS IN THIS ATTRACTIVE FACE
PRODUCES WONDERFUL STEEL ENGRAVED EFFECT
CHOSEN BY DISCRIMINATING BUYER OF PRINTING**

ENGRAVERS BODONI

24 Point No. 12 7A

REJOICING
COMPOSES

24 Point No. 11 8A

GYMNASIUM
HISTORIANS

18 Point No. 10 9A

NICE MANSION
SINKING FUND

18 Point No. 9 11A

BUSINESS HOUSE
STRONG METHOD

12 Point No. 8 14A

FINE MOTORS
HIDES CHECK

12 Point No. 7 16A

RESIGNS OFFICE
BEING INSPIRED

12 Point No. 6 20A

NEW STYLE SHOWN
PRINTER HONORED

12 Point No. 5 24A

CHOICE RELIC BOUGHT
COMPETENT ENGINEER

Characters in Complete Font

A B C D E F
G H I J K L M
N O P Q R S T
U V W X Y Z
& \$ 1 2 3 4
5 6 7 8 9 0
. , - ' ' : ; ! ?

The following overhanging characters
supplied only with fonts No. 7
to No. 12 inclusive

A F L P T V W Y

6 Point No. 4 20A

EFFORT BROUGHT SUCCESS
INSTRUCTOR ENCOURAGED
FINEST SPECIMENS SHOWN

6 Point No. 3 25A

EXCEPTIONAL ANNOUNCEMENTS
MADE WONDERFUL IMPRESSION
CAUSING FAVORABLE COMMENT

6 Point No. 2 30A

REPORTS SATISFACTORY ADJUSTMENT
MERCHANT HAS PROSPEROUS SEASON
SCHOOL TEACHERS ATTEND BANQUET

6 Point No. 1 36A

MONTHLY STATEMENTS PLEASED DIRECTORS
SUBMITTED INTERESTING FINANCIAL REPORT
PRINTER DESCRIBES ARTISTIC COMPOSITION

RAILROAD SECURITIES

H. E. ROBERTS & COMPANY
STOCK BROKERS

PHONE: KING 518

MERIDIAN BUILDING
CHICAGO

EDGAR H. MORRISON

18 EAST 24TH STREET
PITTSBURGH

RICHMOND & THOMKINS OF EASTON
TAKE GREAT PLEASURE ANNOUNCING THAT

MR. H. S. BRACKEN

HAS BEEN ADMITTED TO PARTNERSHIP IN
THE COMPANY. HE WILL TAKE CHARGE OF
THE CLOTHING DEPARTMENT, SUCCEEDING
MR. T. H. JANIS, WHO RETIRES AFTER MANY
YEARS OF FAITHFUL SERVICE.

RICHMOND & THOMKINS
T. H. RICHMOND, PRESIDENT

NOVEMBER 6, 1935

BRANDON SERIES

CHARACTERS IN COMPLETE FONT

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &
\$ 1 2 3 4 5 6 7
8 9 0 . , - ' : ; ! ?

No figures made for 6 Point No. 0

24 Point

6 A

**STRONG BANKS
RIGHT NUMBER**

18 Point No. 2

8 A

**LEADING BROKERS
HARMONIOUS PLAN**

AN EVER POPULAR
TYPE FACE

18 Point No. 1

9 A

**INQUISITION
PROSPECTUS**

12 Point No. 4

12 A

**REMINISCENCE
ENTERPRISING**

12 Point No. 3

14 A

**HUGE MONUMENT
RETURNED PRIZE**

12 Point No. 2

18 A

**NOTED MUSIC SOCIETY
BRITISH OCEAN LINER**

12 Point No. 1

21 A

**MOTION PICTURE STUDIOS
TYPE DESIGNS IMPROVED**

6 Point No. 3

18 A

**HONORED MARINE REGIMENTS
PRAISE INGENIOUS MECHANIC**

6 Point No. 2

22 A

**EASTERN COLLEGE HEADS CONVENE
INTERESTING SUBJECTS DISCUSSED**

6 Point No. 1

26 A

**LARGE FRENCH CRUISER ENTERED HARBOR
DEvised CREDIT SYSTEM FOR MERCHANTS**

6 Point No. 0

36 A

**MANY SENATORS ATTEND MEMORIAL DAY EXERCISES
HUMOROUS COMEDIANS DELIGHT MIRTHFUL CHILDREN**

CARD LIGHT LITHO

12 Point No. 4

12 A

**FOREIGN PERFORMER
SUBSTITUTE REPORTS**

12 Point No. 3

15 A

**DETERMINED GUARDSMEN
SOLDIERS REORGANIZING**

12 Point No. 2

17 A

**HEROIC GRENADIERS RETURN
PLUMED KNIGHTS MARCHING**

12 Point No. 1

22 A

**RENUMBERING
BRIGHT MINDS**

6 Point No. 4

21 A

**BOLD FISHERMEN
HANDSOME HOME**

6 Point No. 3

24 A

**INGENIOUS MARINER
EXPERIENCED FIRMS**

6 Point No. 2

28 A

**DETERMINED SALESMEN
SECURED NEW MEMBERS**

6 Point No. 1

30 A

**DECREASING PRODUCTIONS
MODERN GOWNS EXHIBITED**

CHARACTERS IN COMPLETE FONT

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z
& \$ 1 2 3 4
5 6 7 8 9 0
. , - ' : ; ! ?

Litho Roman

72 Point

3 A 4a

Regalia

60 Point

3 A 4a

Sculptor

48 Point

3 A 4a

BIG Daily

36 Point

3 A 6a

Majestic FIRE

30 Point

4 A 8a

TIME 32 Seconds

24 Point

5 A 9a

Bought New MOTOR

18 Point

8 A 14a

NOTICE Foreign Diplomat

14 Point

11 A 21a

Merchant Invests 49 THOUSAND

12 Point

13 A 26a

EXCELLENT Display Composition Wins

10 Point

15 A 28a

TYPOGRAPHERS EARNED REPUTATION
Preference for High-Grade Printing is Justified

8 Point

18 A 34a

PREDICT IMPROVEMENT IN INDUSTRIAL SITUATION
Leading Automobile Manufacturers Express Optimistic Views

6 Point

20 A 38a

AMERICAN TYPE DESIGNS SET THE FASHION EVERYWHERE
Discriminating Advertisers Recognize Importance of Modern Typography

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

Litho Roman

BRASS RULE NO 13212 PINNATE BORDER UNIT

FIRST NATIONAL
BANK OF DUBOIS
DUBOIS, MASSACHUSETTS

Being a brief review
of the advantages of
placing your money
with the largest and
best bank in this fast
growing community



GOUDY ORNAMENT

OFFICERS

James D. Holt . . President
Adam Hoyt . Vice-President
Charles N. Bahr . . Cashier

6 POINT TEAGUE BORDER NO. 614

Invitation Series

24 Point 8 A 16 a

MASQUERADING
Exquisite Harmony

18 Point 12 A 22 a

IMPROVE BROCHURE
Finish Original Specimen

14 Point 16 A 32 a

MERITORIOUS CHARACTER
Recognizing Distinctive Qualities

12 Point 18 A 36 a

UNIQUE PRODUCTION VIEWED
Magnificent specimen of typography
thrilled enthusiastic college students

10 Point 20 A 40 a

LIBRARY TRUSTEES HEAR REPORT
Helpful suggestions welcomed by officers
at annual meeting held in library building

Characters in Complete Font

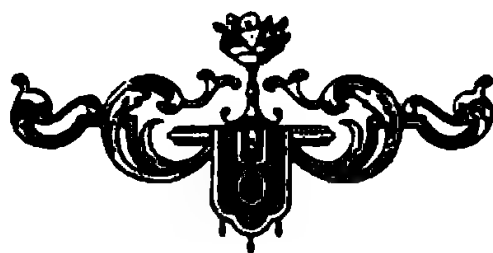
A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & \$ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ' ' : ; ! ?

8 Point 23 A 44 a

BIDS RECEIVED FOR BOOK
Contract awarded to competitor
submitting finest example of art

6 Point 24 A 47 a

STUDYING FOREIGN EXAMPLES
Bright craftsmen study all periodicals
in their constant search for good ideas



ELITE
FINISHING SCHOOL

An organization of
unusual excellence
which meets every
demand of patrons
who desire nothing
but the best. Every
teacher is a leader
in his especial field

—••—

Chauncey M. Barns
Principal
29 East Boulevard
Columbus

HAFTEL ORNAMENT NO. 3602

Invitation Shaded

Earl Sandringham Hotel

Invitation Matinee Dansant

Given for the benefit of the

Mount Pleasant Dispensary

Saturday, October Eighteenth

Two Dollars Three to six o'clock

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z & \$ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l
m n o p q r s t u v w x y z ff fi fl ffi ffl o'e . , - ' ' : ; ! ?

Character o'e made only in sizes from 10 to 18 Point

24 Point 6 A 10 a

BURNISHING
Inspired Singer

18 Point 9 A 18 a

SPRING MODELS
Enchanting Damsel

14 Point 13 A 25 a

HANDSOME LIBRARY
Quickly Impressed Ladies
Distributed Old Specimen

12 Point 15 A 30 a

DANCING INSTRUCTORS
Lessons Given Each Monday
Helping Ambitious Students

10 Point 16 A 32 a

SOCIETY MAIDENS ELOPED
Purely Unsophisticated Gambol
Brought Joyous Reconciliations

Typo Roman

24 Point No. 1 8A 16a

Metropolitan Securities Company
Independent Organization

24 Point No. 2 9A 18a

Engravings Satisfactorily Reproduced
Unabridged Encyclopedia

18 Point No. 1 12A 24a

Distinguished Scholars Receiving Diplomas
Nineteen Graduates Honored

18 Point No. 2 15A 30a

Newspapers Launched Big Advertising Campaign
Remarkable Journalistic Enterprise

14 Point 17A 34a

Magnificent Specimens of Swiss Architecture Exhibited
Modernistic Designs Receive Most Notice
American Graphic Arts Society

12 Point 19A 38a

Impressive Ceremonies Mark Opening of Suburban Highway
Numerous State Officials Attend Celebration
Laud Splendid Improvement

10 Point 20A 41a

Delightful Entertainment and Dance Concludes Quarterly Conference
Symphony Orchestra Renders Delightful Music
Excellent Banquet Arranged

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
& \$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g g h i j k l m n o p
q r s t u v w x y z ff fi fl ff fl
o' n. ay ay, ty . , - ' ' : ; ! ?

Typo Roman Shaded

24 Point No. 1 8A 16a

Metropolitan Securities Company
Independent Organization

24 Point No. 2 9A 18a

Engravings Satisfactorily Reproduced
Unabridged Encyclopedia

18 Point No. 1 12A 24a

Distinguished Scholars Receiving Diplomas
Nineteen Graduates Honored
Relatives Delighted

18 Point No. 2 15A 30a

Newspapers Launched Big Advertising Campaign
Remarkable Journalistic Enterprise
Editors Enjoy Speakers

14 Point 17A 34a

Magnificent Specimens of Swiss Architecture Exhibited
Modernistic Designs Receive Most Notice
American Graphic Arts Society
Lexington Parkway

12 Point 19A 38a

Impressive Ceremonies Mark Opening of Suburban Highway
Numerous State Officials Attend Celebration
Laud Splendid Improvement

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
& \$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g g h i j k l m n o p
q r s t u v w x y z ff fi fl ff fl
o' n. ay ay, ty . , - ' ' : ; ! ?

THERMO TYPES

24 Point No. 109 11A

COMPOSING

24 Point No. 209 9A

IMPROVES

24 Point No. 309 8A

REQUIRE

24 Point No. 108 13A

INSTRUCTIONS

24 Point No. 208 11A

REMARKING

24 Point No. 308 9A

QUALITIES

18 Point No. 107 15A

ACKNOWLEDGED

18 Point No. 207 13A

DISCOURAGED

18 Point No. 307 11A

DISCRETION

18 Point No. 106 18A

SHREWD INVESTOR

18 Point No. 206 15A

EXPERT PRINTER

18 Point No. 306 13A

HIRES SINGER

12 Point No. 105 23A

PRINTING KNOWLEDGE

12 Point No. 205 19A

GRAIN HARVESTING

12 Point No. 305 16A

PUBLISH NAMES

12 Point No. 104 27A

DISTINGUISHED REPUBLICAN

12 Point No. 204 24A

MYSTERIOUS DETECTIVE

12 Point No. 304 19A

WONDERFUL HOUSE

12 Point No. 103 32A

MAGNIFICENT PAINTING EXHIBITED

12 Point No. 203 28A

SPONSOR UNIQUE RECEPTION

12 Point No. 303 24A

CHILDREN ENACT DRAMA

6 Point No. 102 31A

FORMER AMBASSADOR HOMEWARD BOUND
PRESIDENT MENTIONS NOTABLE SENATOR

6 Point No. 202 29A

LUMBERMEN AWAITING CONVENTIONS
PROMINENT DELEGATES INTERVIEWED

6 Point No. 302 23A

PARISIAN MILLINERY ENCHANTS
HUNDREDS VISITED SHOWROOM

6 Point No. 101 43A

SWEDISH ACTRESS GIVES WONDERFUL PERFORMANCE
THEATRICAL PROFESSION REJOICES WITH RISING STAR

6 Point No. 201 36A

TREMENDOUS BUSINESS FOLLOWS DEPRESSION
SATISFIED CUSTOMERS RETURNING ABUNDANTLY

6 Point No. 301 31A

HOLD MARVELOUS PAINTING EXHIBITION
CONGRESSMAN BUYS EXHIBITED PICTURE

6 Point No. 100 50A

MOUNTAIN CLIMBING CONTESTS PROVED INVIGORATING EXERCISE
SUMMER VACATIONISTS ENTHUSIASTICALLY APPLAUD CONTESTANTS

6 Point No. 200 45A

FIRST VICE-PRESIDENT INTRODUCES IMPORTANT CHARTER
EUROPEAN BANKERS DISCUSS AMERICAN CREDIT SYSTEMS

6 Point No. 300 36A

INDIAN POLOISTS DISPLAYED FINE SPORTSMANSHIP
NORWEGIAN HORSEMEN MAKE BRILLIANT SHOWING

CHARACTERS IN COMPLETE FONT

A B C D E F G
H I J K L M N
O P Q R S T
U V W X Y Z & \$
1 2 3 4 5 6 7 8
9 0 . , - ' ' : ; ! ?

The following characters are cast
recessed in the 24 Point
sizes only

A F L P T
V W Y

THERMO TYPES ARE LABOR-SAVING

The example below shows why Thermo Types are labor-saving. The measure is 21 ems pica. You wish to use the largest 24 Point (No. 309) for the name FRAMINGDALE, and it comes



FRAMINGDALE
FRAMINGDALE

out one pica too long. Simply change the R and N to 24 Point No. 209 and you have the correct measure within a point or two. Each series is the same in weight, size for size. The type is fitted point set and is practically self-spacing.

HEAVY COPPERPLATE GOTHIC

24 Point No. 30 6 A
ENDANGER

24 Point No. 29 7 A
INSTRUCTION

18 Point No. 30 9 A
ERASED MARKS

18 Point No. 29 11 A
DEPTH MEASURED

12 Point No. 28 13 A
KNOWLEDGE SOUGHT

12 Point No. 27 16 A
FOUND HANDSOME BOOK

12 Point No. 26 19 A
SEVEN SCHOLARS FURNISHED

12 Point No. 25 24 A
INTERNATIONAL BOATING CONTEST

OUR BIRTHDAY

WHILE SERVING THE PUBLIC FOR THE PAST TWENTY-FIVE YEARS WE HAVE MADE A REPUTATION FOR OURSELVES OF WHICH WE ARE PROUD. TO-DAY WE CELEBRATE OUR

TWENTY-FIFTH ANNIVERSARY

IN HONOR OF THIS IMPORTANT EVENT PATRONS OF OUR STORE WILL BE GIVEN THE BENEFIT OF A THIRTY PER CENT REDUCTION ON ALL MERCHANDISE IN THE BUILDING. THIS LIBERAL OFFER IS FOR TO-DAY ONLY. DO NOT FAIL TO TAKE ADVANTAGE OF IT

BROAD DEPARTMENT STORE

CHESTER, INDIANA

6 Point No. 24 21 A
DEMONSTRATION SATISFACTORY
MODERN LABOR-SAVING DEVICES

6 Point No. 23 26 A
COLLEGE PROFESSOR RETURNS REPORT
DEPARTMENT OFFICIAL CORRECTS NOTE

6 Point No. 22 32 A
JUDGE HONORED FAMOUS EUROPEAN LIBRARIAN
NEWSPAPER PUBLISHED BIOGRAPHY OF VISITOR

6 Point No. 21 37 A
RAPID CALCULATING MACHINE PROVES VERY EFFICIENT
SEVERAL LEADING BUSINESS MEN ENDORSED INVENTION

CHARACTERS IN COMPLETE
FONT

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y
Z & \$ 1 2 3 4 5 6
7 8 9 0 . , - ' : ; ! ?

LIGHT COPPERPLATE GOTHIC

CHARACTERS IN COMPLETE
FONT

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y
Z & \$ 1 2 3 4 5 6
7 8 9 0 . , - ' : ; ! ?

6 Point No. 4 21 A
PREPARED ELEMENTARY COURSE
SCHOOL TEACHERS DIRECT BOYS

6 Point No. 3 26 A
INTERNATIONAL IMPROVEMENT SOCIETY
FOREIGN BRANCH OFFICES CONSIDERED

6 Point No. 2 32 A
AMERICAN RAILROADS CHANGE TIME SCHEDULE
COMMUTERS REJOICED WHEN THEY HEARD NEWS

6 Point No. 1 37 A
FURNISHED APARTMENT HOUSE NOW BEING REMODELED
WORK TO BE DONE BEFORE THE COLD WEATHER ARRIVES

24 Point No. 10 6 A
RENUMBER

24 Point No. 9 7 A
HARMONIOUS

18 Point No. 10 9 A
MONTH ENDING

18 Point No. 9 11 A
EXCEPTING RULES

12 Point No. 8 13 A
SPECIMEN EXHIBITION

12 Point No. 7 16 A
REPRODUCTION INSURED

12 Point No. 6 19 A
SPECIALIZING MACHINE WORK

12 Point No. 5 24 A
FURNISHED MODERN DEPARTMENT

LOUIS PINE
PRESIDENT

JOHN LIONS
TREASURER

MONROE BANK

CAPITAL AND SURPLUS
\$975.000

ANNUAL
REPORT

NORTH REVINGTON BOULEVARD

CHICAGO

LIGHT COPPERPLATE GOTHIC CONDENSED

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z & \$

1 2 3 4 5 6 7 8 9 0 . , - ' : ; ! ?

THE MONTAUK DRAMATIC SOCIETY

A SOCIETY COMPOSED OF

MEMBERS OF THE METROPOLITAN CHURCH

WILL PRESENT

THE PRODIGAL SON

A SKETCH IN FOUR ACTS

AT THE CHURCH AUDITORIUM

MANHATTANVILLE, NEW YORK

WEDNESDAY EVENING, FEBRUARY TWENTY-FOURTH

12 Point No. 3626 A

ENGRAVING EXHIBITED

DELIGHTFUL MUSICALE

12 Point No. 3529 A

FINE ORATION DELIVERED

PROFESSOR LAUDS JUDGE

6 Point No. 3427 A

FINE WEDDING ANNOUNCEMENT

PRAISE ARTISTIC WORKMANSHIP

DISPLAYS EXCELLENT SPECIMEN

6 Point No. 3331 A

APARTMENT EXCLUSIVELY DECORATED

REMARKABLE LANDSCAPE PAINTINGS

MANY BEAUTIFUL SCENES EXHIBITED

6 Point No. 3237 A

GOOD TYPOGRAPHY SOUGHT BY ADVERTISER

PROGRAMS ARRANGED FOR CHURCH SOCIAL

PLAN TREMENDOUS ADVERTISING CAMPAIGN

6 Point No. 3142 A

ORGANIZED NEW MERCHANDIZING HEADQUARTERS

HAT MANUFACTURERS HOLD ANNUAL CONVENTION

SEVERAL INTERESTING RESOLUTIONS SUBMITTED

24 Point No. 408 A

BRIDGES

24 Point No. 3910 A

PROSPECT

18 Point No. 4011 A

EXPOSITION

18 Point No. 3914 A

HUMORESQUE

12 Point No. 3818 A

PLEASING SHOW

FRENCH ACTORS

12 Point No. 3722 A

MODERNIZED HOME

RAREST DRAPERIES

HEAVY COPPERPLATE GOTHIC CONDENSED

24 Point No. 208 A

HONORS

24 Point No. 1910 A

EXCLUDED

18 Point No. 2011 A

IMPRESSIVE

18 Point No. 1914 A

EMBANKMENT

12 Point No. 1818 A

MODERN HOMES

FINE MERCHANT

12 Point No. 1721 A

SPLENDID EXAMPLE

BEAUTIFUL GARDEN

12 Point No. 1625 A

REMARKABLE STORIES

EXQUISITE APARTMENT

12 Point No. 1529 A

SIMPLICITY OF DESIGNING

NOVEL SPECIMEN SHOWN

6 Point No. 1427 A

EXTRAORDINARY IMPROVEMENT

ACQUIRED MODERN BUILDINGS

INDUSTRIAL TREND IMPROVING

6 Point No. 1331 A

SUBMITS VERY INTERESTING REPORT

NATIONAL BOARD OF UNDERWRITERS

ENCOURAGING INDUSTRIAL OUTLOOK

6 Point No. 1237 A

IMPROVED FINANCIAL CONDITIONS SHOWN

ADVERTISING CAMPAIGNS BEING PLANNED

GOOD TYPE DESIGNS COMMAND ATTENTION

6 Point No. 1142 A

PROGRESSIVE MANUFACTURER ORDERS PRINTING

MOST ADVERTISERS PREFER HAND COMPOSITION

HANDSOME TYPE FACES CREATE MORE BUSINESS

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z & \$

1 2 3 4 5 6 7 8 9 0 . , - ' : ; ! ?

BUSINESS STIMULATED

AN ARTISTIC PIECE OF PRINTING USUALLY ATTRACTS

THE EYES OF BUSINESS MEN IN NOT ONLY YOUR OWN

BUT IN EVERY OTHER LINE. WITH OUR FACILITIES FOR

PRODUCING ARTISTIC PRINTING YOUR BUSINESS CAN

BE STIMULATED NO MATTER WHAT YOU MAKE OR SELL

ARTISTIC PRINTING COMPANY

ADVERTISING DESIGNERS AND TYPOGRAPHERS

POUGHKEEPSIE, NEW YORK

LIGHT
COPPERPLATE
GOTHIC
EXTENDED

24 Point No. 70
5 A

ENSURED

24 Point No. 69
6 A

RIGHTEOUS

18 Point No. 70
8 A

INSTRUCTIVE

18 Point No. 69
9 A

FOREIGN BIRTH

12 Point No. 68
11 A

SMART EXECUTOR

12 Point No. 67
13 A

PRODUCING FIGURES

12 Point No. 66
15 A

MECHANICS PROSPERING

12 Point No. 65
18 A

HISTORIC BANKING CONCERN

6 Point No. 64
17 A

ENTHUSIASTIC ADVERTISER
SHOWING ARTISTIC DESIGN

6 Point No. 63
22 A

IMPORTANT BANQUET ARRANGED
MANY NOTED SPEAKERS PRESENT

6 Point No. 62
26 A

INTERNATIONAL ROWING CHAMPIONSHIP
MAGNIFICENT BRONZE TROPHY AWARDED

6 Point No. 61
30 A

CONTEMPLATE REMARKABLE DEMONSTRATION
PRESIDENT ATTENDS IMPRESSIVE CEREMONIES

CHARACTERS IN COMPLETE FONT

A B C D E F G

H I J K L M N O

P Q R S T U V

W X Y Z & \$ 1 2

3 4 5 6 7 8 9 0

. , - ' : ; ! ?

BAKER-RICHMOND COMPANY

MADISON SQUARE, ST. LOUIS, MISSOURI

OUR MR. JACKSON WILL CALL ON YOU SEPTEMBER 24TH
WITH AN UNUSUAL SHOWING OF USEFUL AND ARTISTIC

SILVERWARE

MR. JACKSON RANKS AMONG THE LEADING AUTHORITIES
ON SILVERWARE, AND WE SINCERELY BELIEVE YOU WILL
FIND HIS VISIT VERY INTERESTING AND OF REAL VALUE

BAKER-RICHMOND COMPANY

AUGUST NINTH

HEAVY
COPPERPLATE
GOTHIC
EXTENDED

CHARACTERS IN COMPLETE FONT

A B C D E F G

H I J K L M N O

P Q R S T U V

W X Y Z & \$ 1 2

3 4 5 6 7 8 9 0

. , - ' : ; ! ?

6 Point No. 74
17 A

CONCERT SINGERS RETURN
BEAUTIFUL WINTER HOMES

6 Point No. 73
22 A

ILLUSTRATED WESTERN SCENERY
VARIOUS KINDS OF LARGE SHOWS

6 Point No. 72
27 A

NEW MACHINE BREAKS RACING RECORD
HIGH-GRADE SHOES SOLD REASONABLY

6 Point No. 71
30 A

NEW YORK CENTRAL TRAVELS ALONG HUDSON
COUNTRY WINDOW DISPLAYS VERY ATTRACTIVE

24 Point No. 80
5 A

MENDING

24 Point No. 79
6 A

DISREPUTE

18 Point No. 80
7 A

COLD WINDS

18 Point No. 79
8 A

NUMBER FOUR

12 Point No. 78
11 A

FROZEN CHICKEN

12 Point No. 77
13 A

NOTED AUTOMOBILE

12 Point No. 76
15 A

MERCHANTS CROWDING

12 Point No. 75
18 A

NUMEROUS HOMES DESIRED

MRS. EDNA BROWNSON

TAKES GREAT PLEASURE IN INVITING YOU
TO BE PRESENT AT HER

SECOND VIOLIN RECITAL

SUNDAY AFTERNOON, SEPTEMBER FIRST
THREE FORTY-FIVE O'CLOCK

MENDLESHON DRAWING ROOMS
NORTHSHORE MANOR

FOR THE BENEFIT OF AGED MUSICIANS

COPPERPLATE GOTHIC ITALIC

CHARACTERS
IN COMPLETE FONT

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & \$
1 2 3 4 5 6 7
8 9 0 . , - ' : ; ! ?

6 Point No. 54 21 A
STRAIGHTFORWARD APPRENTICE
NOTABLE LEGISLATORS ELECTED
6 Point No. 53 25 A
PROFESSIONAL ACTIVITIES CONDEMNED
STORES ENJOYED PROSPEROUS SEASON
6 Point No. 52 32 A
BRILLIANT ENTERTAINMENT CLOSES PAGEANTRY
MISUNDERSTANDING CAUSES SERIOUS BLUNDER
6 Point No. 51 37 A
WONDERFUL RESULTS SECURED BY SIMPLIFIED PROCESS
ELECTRICIANS DISCUSS NUMEROUS TOPICS OF INTEREST

24 Point No. 60 6 A
HUNDREDS
24 Point No. 59 8 A
EXPOUNDING
18 Point No. 60 9 A
MAGNIFICENCE
18 Point No. 59 11 A
RECONSTRUCTION
12 Point No. 58 12 A
PERMANENT SERVICE
12 Point No. 57 16 A
LEGENDARY HAPPENINGS
12 Point No. 56 18 A
DASHING OFFICER PROMOTED
12 Point No. 55 22 A
ENTHUSIASTIC VOYAGERS RETURN

FOURTH SEASON
DRAMATIC GUILD
DECEMBER
ROMEO AND JULIET
ACADEMY OF MUSIC
SEASON TICKETS ARE NOW ON SALE

COPPERPLATE GOTHIC BOLD

24 Point No. 50 6 A
EMBRACED
24 Point No. 49 7 A
RETRIBUTION
18 Point No. 50 9 A
NECROMANCER
18 Point No. 49 11 A
UNCOMPROMISING
12 Point No. 48 13 A
MYSTERIOUS SEARCH
12 Point No. 47 16 A
FINANCIAL ADJUSTMENTS
12 Point No. 46 19 A
DISTINGUISHED PHILOSOPHER
12 Point No. 45 24 A
BRILLIANT INSTRUCTOR RESIGNED

6 Point No. 44 22 A
SUPERINTENDENT ENCOURAGED
MECHANIC PATENTED INVENTION
6 Point No. 43 25 A
PERIODICAL ILLUSTRATORS BANQUETED
BUILDS EXTENSIVE STEEL WAREHOUSES
6 Point No. 42 34 A
ESTABLISHED SEVENTEEN NORTHERN BRANCHES
HASTEN ARRANGEMENTS FOR INVITATION DANCE
6 Point No. 41 37 A
MANUFACTURING BUILDER SECURES FACTORY CONTRACT
FREIGHT CONFERENCE ADJOURNS AFTER PRELIMINARIES

CHARACTERS
IN COMPLETE FONT

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & \$
1 2 3 4 5 6 7
8 9 0 . , - ' : ; ! ?

SLOAN & BUCHANAN

MANAGING AGENTS AND DIRECTORS FOR THE PRINCIPAL
FOREIGN AND DOMESTIC COMPANIES

INSURANCE

PITTSBURGH

INDIANAPOLIS

CINCINNATI

BANK GOTHICS

BANK GOTHIC LIGHT

18 Point No. 10 10A

MECHANICS

18 Point No. 9 12A

REPRODUCED

12 Point No. 8 15A

SECURED HOME

12 Point No. 7 17A

CLEVER SALESMAN

12 Point No. 6 21A

SUPERIOR INSURANCE

12 Point No. 5 24A

ENTERPRISING EXHIBITOR

6 Point No. 4 21A

BEAUTIFUL SUMMER GARDENS
TENNIS CHAMPION SURPRISED

6 Point No. 3 25A

AMERICAN PRESIDENT ENTERTAINED
REMARKABLE MECHANICAL EXHIBITS

6 Point No. 2 29A

ARTIST ILLUSTRATING WESTERN SCENERY
FIRM ESTABLISHING NORTHERN BRANCH

6 Point No. 1 35A

ARCHITECTURAL INSTITUTE GIVING EXHIBITION
BRILLIANT PAGEANT CLOSING ENTERTAINMENT

BANK GOTHIC MEDIUM

18 Point No. 20 10A

EXTENDING

18 Point No. 19 12A

BENEVOLENT

12 Point No. 18 15A

GRAND SCENES

12 Point No. 17 17A

HISTORIC VOLUME

12 Point No. 16 21A

STEADY EMPLOYMENT

12 Point No. 15 24A

ENCOURAGING SYMPTOM

6 Point No. 14 21A

INTERESTING COVER DESIGNS
PROMOTES REAL INVESTMENT

6 Point No. 13 25A

MODERNISTIC OFFICE STATIONERY
PRINTING INSTRUCTORS ENGAGED

6 Point No. 12 29A

DISTINCTIVE PRINTING RECEIVED AWARD
CUSTOMER DESIRES ARISTOCRATIC TYPE

6 Point No. 11 35A

ADMIRE DIGNIFIED COMMERCIAL STATIONERY
REPRODUCE FINE ENGRAVED ANNOUNCEMENT

BANK GOTHIC BOLD

18 Point No. 30 9A

PRODUCED

18 Point No. 29 11A

DISTINGUISH

12 Point No. 28 13A

MODERN RADIO

12 Point No. 27 16A

BANK TREASURER

12 Point No. 26 20A

ECONOMIC METHODS

12 Point No. 25 24A

DESIRABLE PRODUCTION

6 Point No. 24 21A

SUBMIT INTERESTING REPORT
NATIONAL BANK STATEMENTS

6 Point No. 23 25A

UNUSUAL OPPORTUNITY OFFERED
HANDSOMELY BOUND DICTIONARY

6 Point No. 22 29A

COMPETENT MECHANIC MADE FOREMAN
MANUFACTURING CONCERN PROSPERED

6 Point No. 21 34A

INTERNATIONALLY PROMINENT TYPOGRAPHER
EXHIBITED WONDERFUL PRINTING SPECIMENS

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0 . , - ' ' : ; ! ?

CHARACTERS ARE THE SAME IN LIGHT, MEDIUM AND BOLD

FRANK PANKEY, JR.
TREASURER

GEORGE M. CHAPMAN
PRESIDENT

CHARLES E. MEISTER
CHEMIST

GIBSON-KINNEY COMPANY

MANUFACTURING CHEMISTS

MANUFACTURERS
FOR
BOTTLERS
EXCLUSIVELY

MEMBER OF
WESTERN MANUFACTURERS
OF SODA WATER
FLAVORS



ESTABLISHED 1896
TELEPHONE MAIN 1301

FLAVORS
CERTIFIED COLORS
ACIDS
COMPOUNDS
GINGER ALE
EXTRACTS
ETC.

1027 RIVER STREET

DANTOWN, IOWA

BANK GOTHIC CONDENSED LIGHT

18 Point No. 40 13A

MODERN HOUSE

18 Point No. 39 15A

INCREASED ORDER

12 Point No. 38 17A

PURCHASED BUILDING

12 Point No. 37 20A

IMPROVING PRODUCTIONS

12 Point No. 36 25A

REPORT SPLENDID CONDITION

12 Point No. 35 29A

MANUFACTURERS CALLED MEETING

6 Point No. 34 25A

DISTINGUISHED LAWYER RECEIVED AWARD
EUROPEAN THESPIANS HELD CONVENTION

6 Point No. 33 30A

EXHIBITING DIGNIFIED COMMERCIAL STATIONERY
REPRODUCED FINE ENGRAVED ANNOUNCEMENTS

6 Point No. 32 35A

MODERNISTIC EMBELLISHMENT PLEASED TYPOGRAPHER
CRAFTSMAN CREATED MANY ORIGINAL COVER DESIGNS

6 Point No. 31 40A

MANY CUSTOMERS ARE DEMANDING ARISTOCRATIC TYPE FACES
PROSPEROUS MANUFACTURING CONCERN PROMOTED FOREMAN

BANK GOTHIC CONDENSED MEDIUM

18 Point No. 50 12A

REGAL EMPIRES

18 Point No. 49 15A

STYLISH LINGERIE

12 Point No. 48 17A

MODERNIZED SKETCH

12 Point No. 47 19A

EXCLUSIVE ATMOSPHERE

12 Point No. 46 23A

BEAUTIFUL SUMMER GARDEN

12 Point No. 45 27A

INTERESTING COVER DESIGN SOLD

6 Point No. 44 25A

ARTIST ILLUSTRATING WESTERN SCENERY
FIRM ESTABLISHING NORTHERN BRANCH

6 Point No. 43 28A

ARCHITECTURAL INSTITUTE GIVING EXHIBITION
BRILLIANT PAGEANT CLOSES ENTERTAINMENT

6 Point No. 42 33A

CONCERN ORDERED MODERNISTIC OFFICE STATIONERY
MANY PROMINENT PRINTING INSTRUCTORS ENGAGED

6 Point No. 41 38A

AMERICAN PRESIDENT ENTERTAINED DISTINGUISHED ENVOYS
SHOWN NUMEROUS REMARKABLE MECHANICAL INNOVATIONS

BANK GOTHIC CONDENSED BOLD

18 Point No. 60 11A

RIGHT DESIGN

18 Point No. 59 13A

DESCRIBES SHIP

12 Point No. 58 15A

RURAL MERCHANTS

12 Point No. 57 17A

SPLENDID ATTRACTION

12 Point No. 56 21A

ORDERS COLORFUL GOWNS

12 Point No. 55 25A

FRENCH AIRPLANE TRIUMPHANT

6 Point No. 54 22A

BROKER SUBMITS EXCELLENT REPORT
MARKET NATIONAL BANK STATEMENTS

6 Point No. 53 26A

UNUSUAL OPPORTUNITY OFFERED DIRECTOR
HANDSOMELY EMBELLISHED DICTIONARIES

6 Point No. 52 31A

COMPETENT YOUNG CRAFTSMAN GETS PROMOTION
MACHINE MANUFACTURING CONCERN PROSPERED

6 Point No. 51 35A

INTERNATIONALLY PROMINENT TYPOGRAPHERS CONVENED
EXHIBITS SEVERAL WONDERFUL TYPOGRAPHIC SPECIMENS

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0 . , - ' ' : ; ! ?

CHARACTERS ARE THE SAME IN LIGHT, MEDIUM AND BOLD

FOR LARGER SIZES OF BANK GOTHIC CONDENSED MEDIUM SEE POSTER GOTHIC, PAGE 185

PEERLESS AUTOMATIC UNIT



THE PEERLESS AUTOMATIC UNIT WILL HANDLE THE FULL RANGE OF STOCK, STARTING WITH 13-POUND FOLIO, UP TO 10 OR 12-PLY CARDBOARD. IT WILL ALSO FEED BLOTTERS, ENVELOPES, TAGS, CARDS, AND EVEN CERTAIN FOLDED JOBS THAT ARE TO BE IMPRINTED. THERE IS AN ENDLESS VARIETY OF WORK WHICH THE PEERLESS WILL DO QUICKER AND BETTER THAN CAN BE DONE ON A PRESS FED BY HAND

AMERICAN TYPE FOUNDERS SALES CORPORATION

AMERICAN
INSTRUMENTS OF UNUSUAL
EXCELLENCE

KINGSMAN
PIANOS

ON DISPLAY
AT THE MUSIC SHOW
HARMONY HALL

KINGSMAN PIANO COMPANY
PHILADELPHIA

BLAIR SERIES

24 Point No. 2 5 A
NICHE

24 Point No. 1 6 A
URBAN

18 Point No. 2 8 A
SQUIRM

18 Point No. 1 9 A
REPENTS

12 Point No. 4 11 A
MORTGAGE
BIG SIPHON

12 Point No. 3 14 A
INSPIRED HIM
HIDES CHECK

12 Point No. 2 16 A
PRINTING TRUE
MOSAIC DESIGN

12 Point No. 1 18 A
RAMBLING NOMAD
HELPED CAPTIVES

6 Point No. 4 16 A
MODERN ORCHESTRA
SHIP FOLDERS QUICK

6 Point No. 3 19 A
EXPERIENCED WORKERS
BUILD SUBURBAN SHOP

6 Point No. 2 23 A
PRUDENT ADVERTISERS SAVE
RARE DRAWING GIVEN WRITER
QUAINT FURNITURE EXHIBITS

6 Point No. 1 29 A
NEAT TYPOGRAPHIC SPECIMEN BOOK
CANADIAN CRAFTSMEN BANQUETING
IDAHO SENATOR DELIVERED ORATION

CHARACTERS IN COMPLETE FONT

A	B	C	D	E	F	G
H	I	J	K	L	M	N
O	P	Q	R	S	T	U
V	W	X	Y	Z	&	\$
1	2	3	4	5	6	7
8	9	0	.	,	-	'
:	;	!	?			

6 Point No. 0 carried in stock only at Foundry

SECOND ANNUAL
WHIMSICAL DANCE
OF THE
ROXBURY CLUB
FRIDAY EVENING MARCH TENTH

STEELPLATE GOTHIC SHADED

CHARACTERS IN COMPLETE FONT

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
&	\$	1	2	3	4	5	6	7	8	9	0	
.	,	-	'	:	;	!	?					

THE NORTHERN
OF NEW YORK.
THE LEADING PERIODICAL IN ITS FIELD
ANNOUNCES
THE APPOINTMENT OF
MR. ALEXANDER JACKSON
AS THE EDITOR-IN-CHIEF

12 Point No. 73 17 A
MERCHANDISE
SHOWING FINE
NEW METHODS

12 Point No. 72 19 A
FOURTH ANNUAL
DECEMBER CLUB
FLAG EXHIBITION

12 Point No. 71 23 A
MANY INTERESTING
PAPERS EXHIBITED
BENEFITING LOCAL
FLOWER MERCHANT

6 Point No. 74 28 A
DISTINGUISHED BANKER
BESTOWS COMPLIMENTS
UPON DARING OFFICERS
AND MEMBERS OF FORCE

6 Point No. 73 32 A
PROMINENT EASTERN WRITER
RECOVERS FRENCH PICTURES
DURING THE RECENT DISPLAY
BY PROMINENT CONNOISSEUR

24 Point No. 72 6 A
BANKS
HEDGE

24 Point No. 71 8 A
EMBARK
SECOND

18 Point No. 72 9 A
NOMADIC
KINGDOM

18 Point No. 71 11 A
RESIDENCE
DIRECTORS

12 Point No. 74 14 A
DEMOLISHING
AMENDMENTS

Comstock

36 Point 3 A 4 a
HERB
Spent

30 Point 4 A 5 a
MUSIC
Elderly

24 Point 5 A 7 a
NIMROD
Regicide

18 Point 7 A 10 a
ENSURING
Habilltated

14 Point 9 A 15 a
BRIGHT BLUE
Secoure Result

12 Point No. 1 12 A 20 a
INSURED MINER
Request Granted

12 Point No. 2 15 A
HISTORIO DESIGNS
KNIGHTS CONVEVE
EXQUISITE DINNER

12 Point No. 3 18 A
EUROPEAN OOSTUMERS
ORCHESTRAS ENGAGED
HUMOROUS OOMEDIANS

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v
w x y z . , - ' ! ; ?

JOHNSON & BOSTWICK
DRUGGISTS



TELEPHONE 123

62 STUYVESANT TERRACE

ELMFORD, MD.

COMSTOCK WITH CASLON NO. 471 AND ITALIC TELEPHONE CAST CUT NO. 1802

ENGRAVERS SHADED

CHARACTERS IN COMPLETE FONT

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
. , - ' : ; ! ?

The following overhanging characters are supplied
with each font

A P L P T V W Y

18 Point No. 1 6 A

PAYING
DEVICE

18 Point No. 2 7 A

MONDAY
PARTIES

12 Point No. 1 10 A

MAY DAYS
REGILDER
AUDITORS

12 Point No. 2 12 A

DESIGN GIFT
ART EDITOR
RIGHT BOND

12 Point No. 3 16 A

AMERICA FIRST
GIRL NEIGHBOR
RESERVE BANK

6 Point No. 1 18 A

HANDSOME DESIGNS
BRIGHT SPRING DAY
MORNING EXERCISE
FINE ARTS DIVISION

6 Point No. 2 21 A

THE MUNICIPAL COUNCIL
INVESTIGATED REPORTS
TAXPAYER COMPLAINED
EXHIBITION OF POTTERY

6 Point No. 3 25 A

COMPLIMENT GREAT ORATOR
SCHOOLS OBSERVED EASTER
MANY PROMINENT IN CHURCH
COLORFUL MUSICAL SERVICE

MISS ELINORE HICKSON

42 HUNEKER PLACE

Antique Shaded

72 Point

3 A 4 a

Curls 2

24 Point

4 A 7 a

REBUS
Musing
an hour

12 Point

10 A 20 a

NUMBERING
Inventor likes
the intricately
fitted machine
to work nicely

60 Point

3 A 4 a

5 Money

18 Point

7 A 11 a

EMBERS
Boyscout
tends fire

10 Point

12 A 22 a

INSTRUCTORS
Reads literature
containing most
beautiful phrase
written in years

48 Point

3 A 4 a

CRIMES 8
Large haul

14 Point

9 A 17 a

MUSICALE
Big receipts
benefit poor

8 Point

14 A 26 a

MERCHANT SAILS
Around the world in
about seven months
combining pleasure
with business spirit

★ **ANTIQUE**
SHADED ★

6 POINT MODERNISTIC STARS NO. 2

42 Point

3 A 4 a

4 DOCTORS
Advise quiet

36 Point

3 A 4 a

FIRST SALE 3
Suits and Coats

30 Point

4 A 6 a

ANNUAL DANCE
1 Elite Patronized

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & \$ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' ' : ; ! ?

*An interesting display
of the latest*

Mid-Winter Fashions

*awaits your approval
and offers great
variety at*

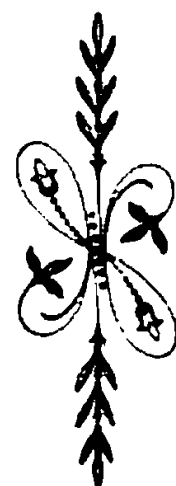
The Elite Shop

*Broadway and Grand
San Francisco*

Lucille Harmon

Miss Florence Burke

Piano Instruction



Sniffin Ornament
No. 7

48 Point

3 A 6 a

Defended

36 Point

4 A 11 a

Magniloquent

30 Point No. 551

4 A 12 a

Lids Replaced

30 Point No. 552

4 A 12 a

Beautiful Home

24 Point No. 551

6 A 18 a

Stylish Decorators

24 Point No. 552

6 A 18 a

New Samples Given

18 Point No. 551

7 A 21 a

*Regular Customer
Admire Ideal Proposal*

12 Point No. 551

9 A 36 a

*Distinguished Gentleman
Merchants Entertaining Diplomat*

Characters in Complete Font

*A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z & \$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v
w x y z ' " , - ' : ; ! ?*

Typo Script and Typo Script Extended

Typo Script

60 Point

3 A 8 a

Hesperian

24 Point

6 A 20 a

*Delightful Atmosphere
Summer Homes*

48 Point

3 A 10 a

Rhapsodical

18 Point

8 A 24 a

*Mighty Behemoth
President Invited Everybody
Bought Automobile*

36 Point

4 A 14 a

Beautiful Girls

14 Point

8 A 32 a

*Remarkable Personality
Famous English Psychologist Returns
Cordial Reception
Entertained Vast Assemblage*

30 Point

4 A 17 a

Captivated Knight

Characters in Complete Font

A B C D E F G
H I J K L M
N O P Q R S T
U V W X Y Z
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. : , ; - ' : ; ! ? , ' ,

Typo Script Extended

24 Point

6 A 18 a

*Government
Large Aeroplanes*

18 Point

8 A 24 a

*Delightful Chat
Pleasant Surroundings*

14 Point

8 A 32 a

*Manufactured Fabric
Building Terminal Extension*

12 Point

10 A 40 a

*Preferred Stockholders
Marine International Companies
Insurance Division*

60 Point

3 A 7 a

Majestic

48 Point

3 A 9 a

Knapsack

36 Point

4 A 12 a

Synchronize

30 Point

4 A 14 a

*Depositors
Redfield Bank*

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z \$ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. : , ; - ' : ; ! ? , ' ,

Type Upright Bold and Type Upright

Type Upright Bold

60 Point

3 A 9 a

Hieroglyphical

24 Point No. 2

8 A 23 a

Compiled Very Interesting Reports

18 Point

9 A 29 a

Discovered Extraordinary Metamorphosis

48 Point

3 A 10 a

Mysterious Story

14 Point

11 A 32 a

12 Point

11 A 45 a

Beautiful Rose

Successful Business

Displays Fine Flowers

Banking Situation Pleases

36 Point

4 A 13 a

Wonderful Decoration

30 Point

5 A 16 a

Acknowledges Qualification

24 Point No. 1

7 A 20 a

Purchased Magnificent Portrait

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & Tu Th \$ 1 2 3 4 5 6
7 8 9 0 a b c d e f g h i j k l
m n o o' p q r s t u v w x y z
. / . . , , - ' : ; ! ?

Type Upright

18 Point

9 A 35 a

Prominent Jurist Given Agreeable Surprise

48 Point

3 A 10 a

Best Encyclopedia

14 Point

9 A 44 a

12 Point

10 A 48 a

Finest Specimens

Brilliant Scholars

Exquisite Type Designing

Professor Awarded Prizes

36 Point

4 A 14 a

Metropolitan Theatres

30 Point

5 A 18 a

Smart Handwriting Expert

24 Point No. 1

6 A 21 a

Beautiful Engravings Duplicated

24 Point No. 2

7 A 26 a

Customers Admire Aristocratic Letter

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & Tu Th \$ 1 2 3 4 5 6 7
8 9 0 a b c d e f g h i j k l m
n o o' p q r s t u v w x y z
m of . / . . , , - ' : ; ! ?

48 Point

3 A 12 a

Reproduce
Magnificent

36 Point

4 A 15 a

Lithographed
Design Pleasing

30 Point

5 A 18 a

Highest Quality
Kentucky Tobaccos

24 Point No. 1

6 A 22 a

Suspend Judgment
Night Editions Helped

24 Point No. 2

8 A 25 a

Invention Safeguarded
Royalty Cheered Acrobats

18 Point

10 A 32 a

Extraordinary Manuscript
Delightful Country Residences
Important Structures

14 Point

12 A 40 a

Wonderful Encyclopedias Bought
Unprejudiced Photographer Exonerated
Remarkable Demonstrations

Elizabeth Rembrandt

Philadelphia

Announcing a special
showing of

Dainty Silk Lingerie

in the latest and most
distinctive designs

Exhibited on the third floor in the
Fashion Department

Wednesday May fifth

Half after three

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z Th Tu
& \$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o o p q r s t u v w x y z
. / ' : ; ! ?



Pinnate
Border
No. 9

Typo Text and Waldorf Text

Typo Text

24 Point 4A 11a

Beautiful Parks

18 Point 6A 18a

Recently Established

14 Point 9A 28a

Given Delightful Surprise
Honorable Mention

12 Point 11A 31a

Entertains Celebrated Violinist
Requests Introduction

10 Point 11A 34a

Diplomatic Methods Solve Problem
Noteworthy Achievement

8 Point 14A 40a

Popular Artist Displays Masterpieces
Valuable Information Concerning Exhibition
Artistic Paintings Recognized

1
2
3
4
5
6
7
8
9
0

24 Point Figures
set solid



12 Point
Chic Border No. 4

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z æ å Æ Å ö ø
. , - ' : ; ! ?

Character 'œ' made only in sizes from 8 to 18 Point

Betrothed

Marjorie Eleanor Baskerville

and

Raymond Henderson

Waldorf Text

36 Point 4A 12a

Splendid
Scenic Route
Production

24 Point No. 2 5A 15a

Manhattan
Sculpture Studio
Beauty Parlor

24 Point No. 1 6A 18a

Exceptional
Window Displays
Costumers

18 Point 9A 27a

Twenty-second
Annual Entertainment
Successful

14 Point 12A 33a

Recently Purchased
New Theological Seminary
Most Modern

CHARACTERS

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. , - ' : ; ! ?

1 2 3 4 5 6 7 8 9 0

Engravers Text

24 Point No. 1 8A 22a

Southern Progressive Association
Noted Speakers Introduced

24 Point No. 2 9A 27a

Handsome Building Lately Constructed
Modernized Effect Procured

18 Point No. 1 13A 38a

East Greenpoint Military Academy
Third Regimental Band Entertains Troopers
Delightful Programme Enjoyed

18 Point No. 2 14A 42a

President Appoints New Chairman
Cosmopolitan Securities Corporation Lauded
Elegant Brochure Printed

14 Point 18A 53a

Advertising Designers Praise Artist
Picturesque Landscapes Accurately Photographed
Best Commercial Stationery

12 Point 20A 60a

Third Anniversary
County Historical Society
Highest Ideal

10 Point 23A 68a

Grand Entertainment
Church Auditorium Dedicated
Visitors Welcome

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & \$ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
- , ~ ' ' : ; ! ?

★

American Type
"The Best in Any Case"

Mr. and Mrs. Reginald Harper
request the honor of
your company at the marriage of their daughter
Jacqueline Marie
to
Mr. Alfred Bruce Saylor
on the evening of Wednesday, the first of October
at half after seven o'clock
at Six hundred and ten Richelieu Place
Kingsland, Wyoming

Wedding Text

1
2
3
4
5
6
7
8
9
0

48 Point 4A 10a

Important

42 Point 4A 11a

Quiet Harks

36 Point 4A 13a

Very Brightly

30 Point 5A 15a

Sculptor Helped

24 Point No. 1 6A 18a

Appreciation
Distinctive Portrait

24 Point No. 2 7A 19a

Reliable Methods
Noted Lawyer Elected

18 Point No. 1 9A 30a

Proposed Library
Valuable Records Intact

18 Point No. 2 10A 30a

Fitting Memorial
Erecting Beautiful Statues

14 Point 13A 40a

Receive Unique Design
Talented Decorators Gratified

12 Point 12A 45a

Quaint Paintings
Enthusiastic Art Critic
Magnificent

8 Point 16A 54a

Awarded Scholarships
Holding Impressive Ceremony
Made Baledictorian

10 Point 15A 50a

Cordial Reception
Most Graceful Dancer
Entertainment

6 Point 18A 60a

Distinguished Personality
Congenial Representative Secured
Inspiring Confidence

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z
& \$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
nd ed or st th . , - ' : ; ! ?

Character O' made only in sizes from 6 to 18 Point

Janet Saboy

extends a most cordial invitation to
you to inspect a complete
assortment of

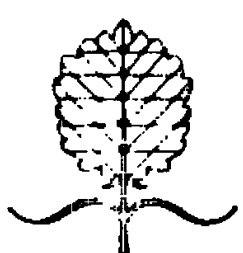
Excellent Gowns

designed by popular
modistes

Tuesday, October Eighth

Kenilworth Parkway
Sagerville

48 Point Figures
set solid



Nobby
Decorator
No. 3602

48 Point

4 A 8 a

Repudiated

36 Point

4 A 11 a

Decides Position

30 Point

5 A 14 a

Enlivening Crowds

24 Point

5 A 16 a

Geographic Study
Practical Development

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & \$ % ' & #
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z o'c
. , - ' : ; ! ?

Character O' made only in sizes from 8 to 18 Point

18 Point

8 A 25 a

Ardent Support
Begins New Method

12 Point

15 A 45 a

Possessed Originality
Reliable Business Policies
Artistic Designing

10 Point

16 A 50 a

Excitement Subsiding
Delivered Forceful Lecture
Generous Rewards

14 Point

13 A 38 a

Produce Fine Printing
Obtaining Desirable Results

8 Point No. 1

18 A 54 a

Used Appropriate Type Faces
Satisfied Customer Repeats Order
Extraordinary Performance

8 Point No. 2

22 A 65 a

Great Demonstrations Everywhere
Many Celebrated People Arriving Daily
Entertain Distinguished Guest

Permit us to extend the personal services and courtesy of

Miss Elsie May Bosworth

Special Designer of

The Ladies' Apparel Department

who will assist you and afford you every consideration
in the selection of your hats and gowns

Rodman Company

Please present this card

1
2
3
4
5
6
7
8
9
0

48 Point Figures
set solid

AMERICAN
TYPE FOUNDERS
SALES
CORPORATION

Freehand Series

48 Point 6A 10a

Dignified Printer

36 Point 6A 10a

Fine Musical Program

30 Point 8A 14a

Semi-annual Golf Tourney

24 Point 10A 18a

Now in Progress Notable Embroidery Exhibitions

18 Point 14A 28a

Fancy Skating Display Summer Vacations Will Soon Be in Order Healthful Games

14 Point 21A 40a

Masterpieces Bought Nine Day Cruise to the West Indies & South America Coerce Metropolitan Author

12 Point 22A 42a

Brochure Won Trophy Steamship Companies Report European Tours Very Popular National Association of Scribes

10 Point 25A 49a

Seventh Regimental Dance Meeting of the Board of Education Voted to Erect New High School Legislative Manual for Government

8 Point 27A 53a

Choicest Educational Literature
Philadelphia Girls Friendly Society
Horticultural Exposition

6 Point 29A 58a

International Yacht Racing Contests
Weekly Meeting of Southern Negro Guild
Eighth Financial Statement

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi
. , - ' ' : ; ! ?

Greeting Monotone

24 Point 9A 20a

Many Happy Returns

18 Point 14A 28a

Greetings for CHRISTMAS

14 Point 22A 43a

HOLIDAY MAIL HEAVY Exports to Foreign Countries Increase

12 Point 23A 45a

ANNUAL CHARITY BALL Benefit Performance for Out of Work Fund

10 Point 24A 48a

INDEPENDENCE DAY PARADE Celebrated with Athletic Events and Fireworks

Characters in Complete Font

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z & \$ 1 2 3 4
5 6 7 8 9 0 a b c d e f g h i j k
l m n o p q r s t u v w x y z ff fi fl ffi
Th . , - ' ' : ; ! ?

72 Point

3 A 5 a

Bible

60 Point

3 A 5 a

Picked

48 Point

3 A 7 a

Explain
Teach

42 Point

4 A 7 a

Loadstar
Speak

36 Point

4 A 8 a

Handicraft
Refusal

30 Point

5 A 11 a

Pyrotechnics
Chorister

24 Point

5 A 12 a

Advocate
Entertained
Banker

18 Point

8 A 22 a

Incantation
Holiday Social
Venetians

14 Point

10 A 33 a

Finished Manse
Pleasant Reception
Mademoiselle

12 Point

13 A 37 a

Guardianship
Twelve Modistes
Wonderful

10 Point

14 A 44 a

Racer Rewarded
Fine Entertainment
Yuletide Tale

8 Point

16 A 48 a

Elaborate Reception
One Hundred Thousand
Tenth Pedagogue

6 Point

16 A 50 a

Impressive Presentation
Builders Recommend Actor
Dedication Ceremonial
Reports Harmony

Characters in Complete Font

A B C D E F G
H I J K L M
N O P Q R S T
U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w x
y z z ff fi fl fm fn or
. , - ' " : ; ! ?

Character or made only in sizes from 6 to 18 Point

1
2
3
4
5
6
7
8
9
0

60 Point Figures
set solid

Cloister Black

1
2
3
4
5
6
7
8
9
0

60 Point Figures
set solid

12 Point 12 A 36 a
Exceptionably
Serbing Luncheon
Tournament

10 Point 14 A 42 a
Elected Secretary
Officiating Conductor
Congressional

8 Point 16 A 52 a
Delightful Confections
Acknowledgment Registered
United Congregation

6 Point 17 A 55 a
Theological Organisation
Insurance Company Courageous
September Testimonial
First Exposition

24 Point 5 A 14 a
Yachting
Educational
Anchor

18 Point 8 A 22 a
Graduation
Testamentary
Statutes

14 Point 10 A 32 a
Horticulturist
Wasted Program
Bridesmaid

72 Point 3 A 5 a
Brief

60 Point 3 A 6 a
Debut

48 Point 4 A 7 a
Knights
Nectar

42 Point 4 A 8 a
Musicale
Width

36 Point 4 A 9 a
Respirator
Counsel

30 Point 5 A 11 a
Index Leased
Handicap

Characters in Complete Font

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X
Y	Z	&	\$		
1	2	3	4	5	6
7	8	9	0		
a	b	c	d	e	f
g	h	i	j		
k	l	m	n	o	p
q	r	s			
t	u	v	w	x	y
z	ä	ü			
.	,	=	'	:	;
!	?				

American Text

72 Point 3A 5a

Scripture Quoted

60 Point 3A 8a

German Philosopher

48 Point 4A 10a

Distinguished Theologian

42 Point 4A 11a

Eulogize University Graduate

36 Point 4A 13a

Mystic Shrine Dedicates Building

30 Point 5A 15a

Exceptionally Artistic Programmes

24 Point 7A 19a

Provident Building and Loan Association
New Series Recently Opened

18 Point 9A 30a

Distinguished German Visitor Unveiled Monument
Many Diplomats Attend Ceremonies

Figures

1 2 3 4 5 6 7 8 9 0 \$

:[156]:



Melodious

"Linda di
Chamounix"

at the **REX**



The Opera in
Review at
The

✱ **REX** ✱

CHARACTERS

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z &

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

. , - ' ' : ; ! ?

Hobo Series

48 Point

3 A 5 a

**SPORTING
37 Athletes**

36 Point

4 A 6 a

**SWEET MUSIC
Dance Acrobat**

24 Point

6 A 11 a

**48 NOTABLE CRITICS
Enjoy Radio Programs**

18 Point

9 A 18 a

**FRAGRANT LILAC PERFUME
Gayly Decorated Auditoriums**

14 Point

12 A 23 a

**PRINT SOCIAL ANNOUNCEMENTS
Excellent Letter for Society Printing**

12 Point

15 A 29 a

**NEW PAPER INCREASES CIRCULATION
Progressive Merchant Regular Advertiser**

10 Point

17 A 35 a

**NOTED ARCHITECT DESIGNS MODERN HOMES
Suburban Realty Company Erects Quaint Building**

8 Point

20 A 39 a

**FINE MUSICAL PROGRAM
Applaud Fine Violin Soloist**

6 Point

24 A 48 a

**RUNNERS TRAIN FOR MARATHON
Noted Athletes Enter Great Struggle**

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

Cast without descenders on Title Line



**WANDELING
AUTO TIRES**



**Manufactured to satisfy
the natural demand for
service and for mileage,
two important elements
that determine the very
life of a tire. Wandeling
tires give you service of
a kind that is peculiarly
satisfying, with unusual
freedom from troubles.**

Manufactured by the

**WANDELING TIRE COMPANY
CHICAGO, ILLINOIS**

BROADWAY SERIES

72 Point 3 A

HERDS

60 Point 3 A

IGNORE

48 Point 3 A

GRANTED

42 Point 4 A

DELUSIONS

1/2 PRICE SALE

**SUITS
TOP COATS**

NO CHARGE FOR
ALTERATIONS

1950



BECKS

VALUES TO THIRTY DOLLARS

CHARACTERS

A B C D E F
G H I J K L
M N O P Q R
S s ss T U V
W X Y Z & \$
1 2 3 4 5
6 7 8 9 0
. , - ' : ; ! ?

36 Point 5 A

BURN

30 Point 6 A

CHAFE

24 Point 8 A

EXPORT

18 Point 10 A

ROMANTIC
RED ROSES

14 Point 13 A

DRAMATIC
FINISHING

12 Point 14 A

HISTORICAL
NEW HOMES

10 Point 17 A

FINE ORCHIDS
MODELS HOME

8 Point 19 A

MOUNTAIN LAKES
EMPIRE FOUNDER

6 Point 20 A

BEAUTIFUL COSTUMES
EXHIBIT INTERESTING

Broadway Condensed

72 Point 3 A 4 a

NICE Style

60 Point 3 A 5 a

Largest SITE

48 Point 4 A 7 a

CLEVER Knight

42 Point 5 A 7 a

Exquisite MODELS

36 Point 5 A 8 a

BUILDS New Cottage

30 Point 6 A 10 a

Finest Zinc ETCHING

24 Point 8 A 13 a

MODERN Designs Please

10 Point 20 A 39 a

SPLENDID SPECIMEN
Electrical Expositions

18 Point 11 A 20 a

HUGE Cylinder

14 Point 15 A 29 a

Splendid DESIGNS

12 Point 17 A 34 a

EXPORTS FINE LINEN
Receives Big Shipment

6 Point 24 A 48 a

MIDSUMMER VACATIONISTS
Holiday Resorts Are Crowded

NEW AND
USED

Motor
Cars

BARGAINS IN
NEW AND REBUILT
TRUCKS AND
CARS OF
ALL MAKES

Automobile
Exchange

MADISON SQUARE

Characters																				
A	B	C	D	E	F	G	H	I	J											
K	L	M	N	O	P	Q	R	S	<i>J</i>											
<i>ss</i>	T	U	V	W	X	Y	Z	&												
\$	1	2	3	4	5	6	7	8	9	0										
a	b	c	d	e	f	g	h	i												
j	k	l	m	n	o	p	q	r												
s	t	u	v	w	x	y	z													
.	,	-	`	'	:	;	!	?												

BOUL MICH

72 Point 3 A

CHARM

60 Point 3 A

BRIDGES

48 Point 4 A

FURNISHED

42 Point 5 A

SYMBOLIZES

36 Point 6 A

FINE BUILDING

30 Point 7 A

BRIGHT GIRLS

24 Point 9 A

SPLendid SCENE

20 Point 10 A

ENGLISH CRAFTSMEN

18 Point 11 A

NICE DESIGN

14 Point 14 A

GEOGRAPHY

16 Point 13 A

RICH MAIDEN

12 Point 15 A

MODERNISTIC

:[160]:



One more
month
and it will be
SPRING



Everything
for the Garden

**GARDEN
SHOP**
PORTLAND STREET

BOUL MICH AND STYMIE LIGHT
CALENDAR SILHOUETTE, SERIES J, NO 2

CHARACTERS

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & \$
1 2 3 4 5
6 7 8 9 0
. , = ' ' : : ! ?

72 Point 3 A 4 a

FINER Catalog

60 Point 3 A 6 a

Splendid DESIGN

48 Point 5 A 8 a

DESIRABLE Quietude

42 Point 5 A 9 a

Prosperous MERCHANT

36 Point 5 A 10 a

ORDERS Bank Investigated

30 Point 6 A 12 a

International Parleys CONTINUED

NEW

HOTEL
ROOMS



Newly furnished and decorated
2-room suites in the modern and
period styles, complete with serv-
ing pantries and all of the latest
improvements. Rents reasonable

SEND FOR
DESCRIPTIVE FOLDER

HOTEL
PINES

DEQUOIT PARK

HOLLYWOOD AND GOLD RUSH PENLINE FLOURISH

Characters

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
a b c d e f g h i j k l
m n o p q r s s t u v
w x y z . , - ' ' : ; ! ?

Superior **\$** furnished with all sizes from 24 to 72 Point

Special Characters made in all sizes and fonted separately

E F M O S T U Y a r s

24 Point 8 A 15 a

ANNUAL DANCES
Delightful Evening

18 Point 12 A 24 a

BANKERS CONVENED
Extraordinary Session

14 Point 16 A 30 a

EXCLUSIVE APARTMENTS
Demands Steadily Increase

1 2 3 4 5 6 7 8 9 0 \$ %

: [16 I] :

12 Point 18 A 36 a

WONDERFUL SPECIMEN
Exclusive Border Design

10 Point 20 A 40 a

PRESIDENTIAL RECEPTION
Accorded Visiting Diplomat

8 Point 22 A 43 a

INCREASED TOURIST BOOKING
Steamship officials predict quick
return to more normal conditions

6 Point 23 A 46 a

BUSINESS FUTURE ENCOURAGING
Wiseest Industrialists and merchants
throughout the nation are optimistic

Rosetti Series

72 Point 3A 4a

MEN Delayed

60 Point 3A 5a

Beautiful SIGNS

48 Point 4A 6a

HEARS Philosopher

42 Point 5A 8a

Display Latest GOWNS

36 Point 6A 10a

FRENCH Diplomat Sailed

30 Point 7A 12a

Splendid POEMS

12 Point 21A 42a

SUBMIT GOOD REPORT
Stockholders Well Satisfied

24 Point 8A 16a

REDUCING PRICES Dainty Silk Garments

10 Point 25A 50a

ENCOURAGE DAILY EXERCISE
Health and strength is the reward
to those who practice calisthenics

18 Point 13A 26a

COLORFUL INDIAN RUG Modernistic Design Pleases

8 Point 26A 52a

EXCELLENT METHOD APPROVED
Many prominent educators endorsed
newest systems of vocational training
practiced in schools and institutions

14 Point 19A 38a

OPERA SINGER VISITS SWEDEN European Thespians Honor Judge

6 Point 27A 54a

WAY TO AVOID FUTURE DEPRESSIONS
Progressive merchants appreciate the many
benefits obtained by advertising constantly
in prominent newspapers and by direct mail

Come to the
Elizabeth
Garden
Salon

For a slender
figure

A healthy
body

A superb and
graceful
carriage

ASK ABOUT THE NEW FACE TREATMENT

ELIZABETH
GARDEN

ATLANTIC CITY

ROSETTI SERIES AND BERNHARD GOTHIC LIGHT

Characters

A A B B C D D
E E F F G H I J K
L M M N N O P P
Q R R S T T U V
W W X Y Y Z & \$
1 2 3 4 5 6 7 8 9 0
a a b c d e f g h i j k
l m n o p q r s t u v w
x y z ct st . , - ' ' : ; ! ?

The following characters are cast recessed
in sizes from 24 to 72 Point

A F L P T V W Y

EAGLE BOLD

96 Point 3 A

SIDE

84 Point 3 A

PAIR

72 Point 3 A

MEND

GADGETS FOR SPRING DAYS

★
★ and nights—choose them
★
last, but they're likely to be
first in your affection. ★ We
make unusual little things. ★

PARRAN

FOUR WEST PALM STREET

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
. , - ' ' : ; ! ?

Letters A, F, L, P, T, V, W, Y, are cast recessed in all sizes
At least one such character included in every font

60 Point 3 A

KING

48 Point 3 A

MINER

42 Point 4 A

RETAIN

36 Point 5 A

SINGERS

30 Point 6 A

REMINDER

24 Point 7 A

MODERNIZED

18 Point 10 A

EAGLE BOLD TYPE

Agency Gothic

120 Point 3 A

MODERNIZE

96 Point 3 A

NICE PRINTING

84 Point 3 A

BRIGHT COLORS

72 Point 4 A

CHARMING DESIGN

60 Point 5 A

EXPENSIVE FURNITURE

48 Point 5 A

ADVERTISING

36 Point 8 A

SALES INCREASE

CHARACTERS

A B C

D E F G

H I J K

L M N

O P Q

R S T U

V W X Y

Z & \$ ¢

1 2 3 4

5 6 7 8

9 0

. , - ' "

: ; ! ?

Agency Gothic Open

120 Point 3 A

DESIRING

96 Pcnt 3 A

SPECIMENS



Announcing another meeting
of the **REGAL SOCIAL CLUB**,
on Wednesday Evening, in the
Dining Room of **REX**
HOTEL

JANUARY 10th

AGENCY GOTHIC OPEN, FRANKLIN GOTHIC AND P. T. BARNUM

84 Point 3 A

BURNISHED

72 Point 4 A

FINE DESIGNS

60 Point 5 A

MODERN HOUSE

48 Point 5 A

ATTRACTIVE SALES

CHARACTERS

A B C D E F G

H I J K L M N O

P Q R S T U V W

X Y Z & \$ 1 2 3

4 5 6 7 8 9 0 ¢

. , - ' ' : ; ! ?

Raleigh Gothic Condensed

Other sizes in preparation

144 Point 3A Font contains two punctuation marks (? !), also period and comma which may be justified into position with quads to form other punctuation marks

A B C D E F G H I J K L

M N O P Q R S T U V

W X Y Z &

\$

Above
Character
Cast on
72 Point
Body

1 2 3 4 5

6 7 8 9 0 . A K M N S

Raleigh Gothic Condensed Figures, as well as Grotesque Characters A, K, M, N, S, shown above, are not included in the regular font

Newport Series

72 Point

3 A 5 a

HOMES Decorated

Descenders cast on 78 Point body

60 Point

4 A 6 a

Enthusiastic SPEAKER

Descenders cast on 66 Point body

48 Point

5 A 8 a

MODERN System Adopted

Descenders cast on 54 Point body

42 Point

5 A 10 a

Promote Gigantic ENTERPRISE

36 Point

6 A 10 a

REMARKABLE Australian Biography

30 Point

7 A 14 a

36 Oldest Apartment Houses REMODELLED

24 Point

9 A 18 a

CITIZENS WELCOMED Great European Philosophers

18 Point

16 A 30 a

Excellent Musical Program Distinguished CHURCH ENTERTAINMENT

1 2 3 4 5 6 7 8 9 0 \$ * \$ * ¢

★ Not made in sizes below 24 Point

14 Point 21 A 40 a

THOUSANDS VISIT EXHIBITION
Fine Paintings Greatly Admired

12 Point 23 A 46 a

MELODIOUS THRUSHES RETURNED
Spring Gloaming Inspired Scholar

10 Point 27 A 54 a

PROFITABLE CONIFEROUS WOODLANDS
Northern Operations Increasing Monthly

8 Point 30 A 60 a

AUTUMNAL MIGRATION DELIGHTED STUDENTS
Birds travelling into the unknown without any
previous knowledge or experience to ultimately
winter on grounds of which they are ignorant

6 Point 33 A 65 a

STUPENDOUS PUZZLE SEEMINGLY INEXTRICABLY MIXED
Everywhere are shorebirds and none have ever travelled
before; this is the first migration. Here is a rabble from
the north, southward bound; no mistakes must be made

CHARACTERS

A B C D E F
G H I J K L
M N O P
Q R S T U V
W X Y Z &
a b c d e f
g h i j k l m
n o p q r s t
u v w x y z
. , - ' ' : ; ! ?

72 Point

3 A 5 a

Symbol

30 Point

9 A 16 a

DISCOMPOSE
Spendthrifts

12 Point

25 A 50 a

SECURITIES INVESTIGATED
Many stockholders rejoice
on completion of inventory
which proved encouraging

60 Point

3 A 6 a

BINDERS

24 Point

11 A 22 a

MODERN GUIDE
Gifted Violinist

10 Point

30 A 60 a

REMARKABLE OPPORTUNITIES
New schools install necessary
equipment and capable teacher
gives instruction for operating

Quietude

18 Point

16 A 34 a

HONEST MEMBERS
Registers Approval

8 Point

32 A 63 a

IMPORTANT SUGGESTION PUBLISHED
Discontinuance of extravagant method
and the practicing of strictest economy
wherever practicable pleased taxpayer

48 Point

6 A 10 a

ENCOMIUM
Multiplicity

14 Point

24 A 48 a

DOMESTIC ENTERPRISE
Establishments opened
long before completion

6 Point

35 A 70 a

PICTURESQUE JOURNEY PLEASING PROFESSORS
There are many beautiful residences along the
well-kept mountain highways. How refreshing
the atmosphere and pleasing the early sunset
after tiresome labors in crowded metropolis

42 Point

7 A 10 a

DISCOURAGE
Recapitulate

36 Point

7 A 13 a

KINDERGARTEN
Bright Scholars

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z . , - ' : ; ! ?

1
2
3
4
5
6
7
8
9
0

60 Point Figures
set solid

Alternate Gothic No. 2

1
2
3
4
5
6
7
8
9
0

60 Point Figures
set solid

12 Point 24 A 48 a
ENTERPRISING CITIZEN
Introduces novel system
for finding true valuation
after many futile efforts

10 Point 26 A 52 a
WONDERFUL GYMNASTICS
Great athletes exhibit skill
and daring to amuse people
who gaze on in amazement

8 Point 29 A 58 a
PRACTICABILITY DEMONSTRATED
Business men manifesting unusual
interest in novel heating apparatus
which promises great saving of fuel

6 Point 33 A 65 a
INDEPENDENCE BRINGS US CONFIDENCE
Contradictory as they seem, two things go
together always: manly self-reliance and
manly independence. They are inseparable
attributes to personal courage and dignity

30 Point 8 A 13 a
HUNDREDS
Graduating

24 Point 9 A 18 a
MANIFESTED
Remonstrate

18 Point 15 A 30 a
DEMAND RIGHTS
Judges Expected

14 Point 20 A 41 a
NEAREST BUILDING
Overhauled recently
for big athletic club

72 Point 3 A 4 a
Mythic

60 Point 3 A 5 a
RECORD
Encircle

48 Point 5 A 9 a
SCHEMER
Influential

42 Point 6 A 9 a
MUSICIANS
Gesticulate

36 Point 6 A 12 a
DISTINGUISH
Chamberlains

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z . , - ' : ; ! ?

Alternate Gothic No. 3

72 Point 3 A 4 a
Maple

60 Point 3 A 4 a
BOUND
Dignify

48 Point 5 A 8 a
MODERN
Splendor

42 Point 5 A 9 a
FINISHING
Gymnasts

36 Point 6 A 9 a
REMAINDER
Disintegrate

30 Point 7 A 12 a
SHARPEN
Captivate

24 Point 8 A 15 a
RIGHTEOUS
Headstrong

18 Point 12 A 25 a
DISORGANIZED
Restores Order

14 Point 18 A 35 a
STRANGE CUSTOM
Unusual practices
discontinued here

12 Point 20 A 40 a
EXCELLENT REPORTS
Promising young man
gets highest average
in recent history test

10 Point 23 A 46 a
PROPOSE CONFERENCE
Many nationally famous
railroad magnates have
been invited to meeting

8 Point 27 A 54 a
MEN SHOULD USE DISCRETION
We believe there are many more
good traits in the mind of man,
but few so useful as discretion

6 Point 30 A 60 a
FUTURE IS REPETITION OF THE PAST
History often repeats itself, making
only such changes of programme as
growths of nations and time require
and should direct man in the future

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

1
2
3
4
5
6
7
8
9
0

60 Point Figures
set solid

CONDENSED TITLE GOTHIC No.11

1
2
3
4
5
6
7
8
9
0

60 Point Figures
set solid

12 Point 23 A
**DIRECTING CHOIR
CHANGE OBJECTS
REHEARSE OFTEN**

10 Point 27 A
**MOST ENTHUSIASTIC
INTRODUCED BRIDES
BEGINS CONVENTION**

8 Point No. 112 32 A
**HONOR INTREPID HUNTER
DELEGATE INVESTIGATING
HONOR CLUB EXECUTIVES**

8 Point No. 111 37 A
**REQUIRED DISTINCTIVE SUITE
GIVE MAGNIFICENT SOUVENIR
HUMOROUS CRITICISM HEARD**

6 Point No. 113 37 A
**FOREIGN SCIENTIST PRAISED WORK
DISTINGUISHED SURGEON REMAINS
YOUNG MECHANIC DECIPHERS CODE**

6 Point No. 111 45 A
**MERCHANT REPLENISHED ENTIRE STOCKS
INGENIOUS MECHANIC EARNS PROMOTION
SOME PHILANTHROPIC GENTLEMAN DINED
EXPENSIVE PRODUCTIONS BROUGHT HERE**

30 Point 9 A
**MEANING
BROKERS**

24 Point 13 A
**DIMENSION
ENCUMBER**

20 Point 16 A
**HIDE BRANCH
CONDUCTORS
MARKED SIZE**

16 Point 20 A
**RIGHT GOVERNOR
SPREADING BUSH
COMBS REMOVED**

72 Point 3 A
MUCH

60 Point 3 A
BROKE

48 Point 5 A
**DICTION
SUNDER**

42 Point 5 A
**HEROISM
CAMBRIC**

36 Point 6 A
**UNRACKED
DESIGNING**

9 and 54 Point carried in stock only at Foundry

CHARACTERS IN COMPLETE FONT

A	B	C	D	E	F	G			
H	I	J	K	L	M	N			
O	P	Q	R	S	T	U			
V	W	X	Y	Z	&	\$			
1	2	3	4	5	6	7	8	9	0
.	,	-	'	:	;	!	?		

72 Point

4 A

FOUNDED
REMAINS

60 Point

4 A

NARCOTIC
SHOCKING

48 Point

8 A

COMPOSITOR
MARKS DATE

42 Point

8 A

DOMESTICATE
COUNTY ROAD

CHARACTERS IN COMPLETE FONT

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
. , - ' : ; ! ?

54 Point carried in stock only at Foundry

36 Point

9 A

UNDERMINED
CONDUCTORS

30 Point

11 A

ENCUMBERING
REPAIRS ROAD

24 Point

17 A

GRAND WELCOME
BEAUTIFUL GIFTS
SUPERIOR MUSIC

20 Point

23 A

MYSTERIOUS FIGURES
INGENIOUS WORKMEN
PRODUCTIVE METHOD

16 Point

26 A

OVERWHELMING DEMANDS
UNUSUAL DEMONSTRATION
NOTEWORTHY APPEARANCE

12 Point

30 A

MANUFACTURER PROGRESSING
INTELLIGENT SUPERINTENDENT
HIRED INDUSTRIOUS WORKERS

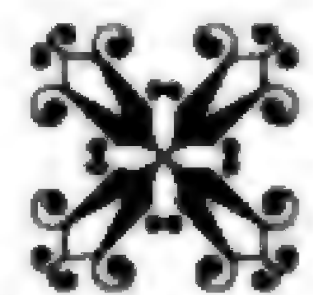
10 Point

37 A

SCHOLARS ENCOURAGED INSTRUCTOR
TEACHER SUBMITS SPLENDID REPORT
ENTIRE CLASS ATTENDED RECEPTION

12
34
56
78
90

48 Point Figures
set solid



Chic Border No. 5

RAILROAD GOTHIC

1
2
3
4
5
6
7
8
9
0

60 Point Figures
set solid

14 Point 19 A
**INTERESTING
BIOGRAPHERS**

12 Point 20 A
**HIGHLANDERS
MASTERPIECE**

10 Point No. 2 24 A
**FOREIGN SINGER
BLIND MUSICIAN**

10 Point No. 1 30 A
**RECOVERED FRIEND
PUBLIC RESOURCES**

8 Point No. 2 26 A
**UNAUTHORIZED FORCE
IMPORTANT PAINTING**

8 Point No. 1 30 A
**EXHIBITED CLEAN LEDGER
INDIAN MAIDS CAMPING**

6 Point No. 5 36 A
**DISTRICT CHAIRMAN APPOINTED
UNCOMPROMISING COMMANDER**

6 Point No. 4 42 A
**REMODELING SUBURBAN FARMHOUSE
SOUTHERN CONVENTION ADJOURNED**

6 Point No. 3 48 A
**GOVERNMENT SECURING PLENIPOTENTIARIES
CONGRESSIONAL INVESTIGATION SUCCESSFUL
ENCOURAGED RESERVATIONS CONFIRMATION**

6 Point No. 2 54 A
**BEAUTIFUL MOUNTAIN RESIDENCES COMPLETED
ORGANIZATION IMPROVED DISTRIBUTING CHARGE
SEVERAL BOUNTIFUL GENTLEMEN CONTRIBUTING**

54 Point carried in stock only at Foundry

42 Point 5 A
**BRING
IDEAS**

36 Point 6 A
**MOUTH
REGAIN**

30 Point 8 A
**EXPOSED
COINAGE**

24 Point 11 A
**PROVISION
MACHINES**

18 Point 15 A
**NECKERCHIEF
UNDESIRABLE**

120 Point 3 A
SIX

96 Point 3 A
RUN

84 Point 3 A
KIDS

72 Point 3 A
HOUR

60 Point 3 A
BRAIN

48 Point 4 A
ENGINE

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & \$ 1 2 3 4 5 6
7 8 9 0 . , - ' : ; ! P

Franklin Gothic

96 Point

3 A 4 a

Ida

84 Point

3 A 4 a

Sift

72 Point

3 A 4 a

Elks

60 Point

3 A 4 a

Baby

48 Point

3 A 6 a

Rejoin

42 Point

4 A 6 a

Nuptial

36 Point

4 A 7 a

Haughty

30 Point

5 A 8 a

**MAIDS
Repeat**

24 Point

5 A 11 a

**QUARTZ
Borough**

18 Point

8 A 17 a

**NITROGEN
Hymnology**

14 Point

12 A 24 a

**EQUESTRIAN
Popular Story**

12 Point

14 A 29 a

**QUICK SERVICE
Important Notes**

10 Point

16 A 32 a

NIGHTINGALES
Bird sanctuaries
become popular
for nature study

8 Point

19 A 38 a

SUBMERGE BRIDGE
Detour necessitated
selecting altogether
new homeward route

6 Point

21 A 44 a

BRIGHTEST SUNSHADE
Summer costumes show
most amazing display of
decidedly new colors and
enliven drab city streets

5 Point

22 A 46 a

SCREEN PLAY FASCINATING
Fancy runs riot under the spell
of motion pictures, for by fairy
enchantment shackles of time
and space fall away and we live
and move amid mystic scenes

4 Point

20 A 48 a

QUAINT COLONIAL ARCHITECTURE
Interesting old-fashioned villagers
that overflow with shrewd, vinegary
humor inhabit these historic towns
but once their confidence is gained
you discover their sterling qualities

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & \$ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ' : ; ! ?

1
2
3
4
5
6
7
8
9
0

60 Point Figures
set solid

Franklin Gothic Italic (Non-Kerning)

1
2
3
4
5
6
7
8
9
0

60 Point Figures
set solid

10 Point 15 A 30 a
WINTER HOMES
New departments
showing valuable
household design

8 Point 18 A 36 a
CONSIDER PROBLEM
Many opportunities for
business boys seeking
more happy prospects

6 Point 19 A 39 a
SPEAKERS APPLAUDED
Prominent editorial writer
will deliver daily discourse
to former collegians. Some
diagrams shown explained

5 Point 19 A 38 a
HOME OR OFFICE EFFICIENCY
Frequently this phrase is used in
connection with more production
but the business man will handle
the word with intelligence. There
are different phases of efficiency

18 Point 8 A 14 a
SPLENDOR
Entertained
their guests

14 Point 11 A 21 a
HOME GUARD
Enlisted guide
gave watchers
valuable paper

12 Point 14 A 27 a
PICTURE FOUND
Enchanting scene
recently restored
interested critics

72 Point 3 A 4 a
Gift

60 Point 3 A 4 a
Sale

48 Point 4 A 5 a
Night

42 Point 4 A 6 a
Myths

36 Point 5 A 7 a
BROKE
Cymbal

30 Point 5 A 8 a
QUENCH
Replaced

24 Point 6 A 9 a
DREAMER
Hydropical

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z ff fi
fl ffi ffl . , - ' : ; ! ?

Franklin Gothic Condensed

72 Point

3 A 4 a

Dyke

24 Point

7 A 14 a

NOSTRUM
Junior help
impetuous

12 Point

17 A 34 a

BRONZE FIGURE
Generous citizen
donates splendid
memorial college

60 Point

3 A 5 a

Slight

18 Point

11 A 20 a

EXTRACTION
Old countries
partly helped
intrepid sons

10 Point

19 A 38 a

MOUNTAIN TRACK
Great geographers
explore unfamiliar
mountainous trails

48 Point

4 A 7 a

Months

8 Point

22 A 45 a

ENCHANTED PARADISE
Startling adventures in
remote islands recently
discovered make movie
picture very interesting

42 Point

5 A 8 a

BROKEN
Register

14 Point

15 A 30 a

KINDERGARTEN
Healthy children
enjoy embryonic
educational year

6 Point

24 A 46 a

PRETTY ORIENTAL VASES
Newest imported novelties
sutable to personal usage
or holiday gifts are found in
greater variety in this store
than ever thought possible

36 Point

5 A 9 a

HUMIDOR
Exploiting

30 Point

6 A 10 a

NOURISHED
Indigo Gown

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & \$ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
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60 Point Figures
set solid

Franklin Gothic Extra Condensed

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9
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60 Point Figures
set solid

14 Point 18 A 36 a
POWERFUL ENGINE
Displays Character

12 Point 21 A 44 a
ENDURANCE CONTEST
Awakened enthusiasm
among local amateurs

10 Point 25 A 48 a
RESTORED CONFIDENCE
Great printing concerns
installed new machinery

8 Point 28 A 55 a
FIRST DEGREE ADMINISTERED
Newly elected members enjoy
banquet after being initiated

6 Point 30 A 60 a
INCREASES SUBURBAN BUSINESS
Merchants insist that advertising
gives business an added stimulus

42 Point 5 A 9 a
Magnet

36 Point 5 A 11 a
Respited

30 Point 7 A 14 a
High Grade

24 Point 9 A 18 a
DISCOVERED
Stylish Guest

18 Point 14 A 29 a
NOTED FARMER
Invested Capital

120 Point 3 A 4 a
Bait

96 Point 3 A 4 a
Myth

84 Point 3 A 4 a
Rapid

72 Point 3 A 4 a
Ginger

60 Point 3 A 6 a
Defects

48 Point 4 A 8 a
Navigable

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

GOTHIC CONDENSED TITLE NO. 117

120 Point

HINDER

3 A

30 Point

**SUPERIOR MINE
IS OUR DEMAND**

9 A

96 Point

BANKERS

3 A

24 Point

**GOOD COMPOSITORS
FOR CLASS PRINTING**

14 A

20 Point

**DESIGNED FOR SPECIMEN
DISTINCTIVE BOOK COVER**

18 A

72 Point

MESHING

3 A

18 Point

**SERVING NEEDS OF CUSTOMER
PLEASING HIS UTMOST DESIRE**

21 A

60 Point

BURNISHED

3 A

16 Point

**SHARP BUSINESS COMPETITION
DEMANDS NEWER EQUIPMENTS
MODERN SHOPS DO FINE WORK**

21 A

54 Point

UNDERMINES

6 A

12 Point

**CANNOT BE EXECUTED ON ANY WORN
OUT MACHINERY OR WITH OLD TYPE
NOT IN FIT CONDITION \$1234567890**

25 A

48 Point

MERCHANDISE

6 A

10 Point No. 1172

**SOME HIGH CLASS WORK REQUIRES EXTRA
MACHINES AND IN PRESSROOMS CONTAINING
CORRECT EQUIPMENT THIS PROBLEM CAN BE**

33 A

42 Point

HOUSE BUILDING

8 A

10 Point No. 1171

**COMPOSITION TODAY IS SIMPLIFIED BY CONFINING
ENERGIES SPENT IN EXECUTING HIGHEST CLASSES
OF PRINTING TO STANDARD OF TYPE FACES NEEDED**

39 A

36 Point

UNKNOWN CRIMES

8 A

8 Point

**MAXIMUM STRENGTH IN THE FORCEFUL EXPRESSION CONVEYED
BY THE PRINTED WORDS OFTEN CONSTITUTES THE IMPELLING
REASON FOR THE PARTICULAR ADAPTABILITY OF THE GOTHICS**

44 A

6 Point

**HEADLETTER PURPOSES ARE WELL SERVED BY THE TITLE CONDENSED
ITS VARIED USES AS A MEMBER OF THE GOTHIC CONSTELLATION BEING
RECOGNIZED WHERE COMPACTNESS IS AN ESSENTIAL REQUISITE FOR**

39 A

5 Point

**FIVE POINT SIZE IN THIS GROUP INDISPENSABLE AS ALL PRACTICAL PRINTERS AGREE
ITS INCLUSION STRENGTHENS THE UTILITY OF THE SERIES AND ADDS CHARACTER TO
FINISHED PRINTED PRODUCTIONS THUS CONTRIBUTING PRIME IMPORTANCE TO THIS**

33 A

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54
Point
Figures
set solid

Gothic No. 578

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60 Point Figures
set solid

10 Point 16 A 30 a
MARINE GUARD
Naval destroyers
anchor in harbor
to guard interests

8 Point 20 A 38 a
EMINENT POLITICIAN
Great crowds welcome
soldiers on return from
battlefields of Flanders

6 Point 24 A 44 a
LARGE OFFICE BUILDINGS
Happy bank clerks take great
delight in the coziness of their
new quarters. Beautiful view
of river may be had from roof

5 Point 21 A 38 a
DELIGHTFUL SUMMER OUTINGS
Numerous excursionists line deck
of palatial steamboat about to start
up the Hudson River. A syncopated
jazz band will furnish dance music

24 Point 5 A 10 a
BONUS
Distinct

18 Point 8 A 16 a
REIGNED
Magnifies

14 Point 12 A 23 a
IMPROVING
State House

12 Point 15 A 27 a
HONORARIUM
English lawyer
found evidence

9 and 54 Point carried in stock only at Foundry

Characters in Complete Font

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X
Y	Z	&	\$	1	2
3	4	5	6	7	8
9	0	a	b	c	d
e	f	g	h	i	j
k	l	m	n	o	p
q	r	s	t	u	v
w	x	y	z	.	,
-	'	:	;	!	?

72 Point 3 A 4 a
Rail

60 Point 3 A 4 a
Bird

48 Point 3 A 4 a
MIEN
Ignite

42 Point 3 A 5 a
EIDER
United

36 Point 4 A 6 a
BOUGH
Knights

30 Point 4 A 8 a
NOMADS
Exporting

36 Point 4 A 7a

NIMBUS
Eclipsing

30 Point 5 A 9a

MIXTURE
Distinction

24 Point 6 A 12a

HUMOROUS
Congratulated

18 Point 9 A 19a

NICE UNIFORM
Excellent Soldier

14 Point 12 A 25a

GYPSIES CAMPED
Build Splendid Huts

12 Point 14 A 28a

FRESH ENCOUNTER
Rivals Contested Game

10 Point 17 A 36a

DANGEROUS MECHANISM
Accidents Fortunately Averted

8 Point 18 A 38a

ENCHANTING SURROUNDINGS
Grotesquely Painted Establishment

6 Point 18 A 40a

DELIGHTS INTERESTED AUDIENCE
Noted Actor Scored Wonderful Success

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & \$ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ' : ; ! ?

42, 48, 54 and 60 Point carried in stock only at Foundry

PAGEANT

Commemorating the Opening of the
Home for Aged Actors



Kenilworth Auditorium
Newark, Kansas

WEEK OF JUNE FIRST

Under auspices of the
ACTORS' WELFARE LEAGUE
of Hudson County

1
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36 Point Figures
set solid

AMERICAN
TYPE FOUNDERS
SALES
CORPORATION

VOCATIONAL CAMEO NO 7213

Gothic No. 545

1
2
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8
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60 Point Figures
set solid

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & \$ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ' : ; ! ?

9 and 64 Point carried in stock only at Foundry

10 Point 15 A 30 a
NEW METHOD
Company claims
greatly improved
facilities caused
more production

8 Point 18 A 36 a
RAILROAD BRIDGES
Engineer arranging the
many necessary details
and superintending the
preliminary regulations
for immediate building

6 Point 18 A 36 a
BANKING EQUIPMENT
Model conveniences that
enhance the satisfaction
and accommodations for
many depositors are now
installed. The gentlemen
directing are industrious

18 Point 8 A 17 a
HUNTING
Bought girl
nifty tackle

14 Point 11 A 22 a
NEIGHBOR
Companions
encountered
former mate

12 Point 13 A 26 a
RESOURCES
Maintain some
mode of saving
for unusual use

72 Point 3 A 4 a
Nod

60 Point 3 A 4 a
Bank

48 Point 3 A 5 a
Expert

42 Point 3 A 6 a
Mikado

36 Point 4 A 6 a
BUNGS
Haughty

30 Point 5 A 8 a
RESUME
Qualifying

24 Point 6 A 10 a
DECISIONS
Metropolitan

GOTHIC Nos. 520 to 526

48 Point No. 520
 3 A
 USE

42 Point No. 520
 5 A
 NICK

36 Point No. 520
 5 A
 ROAD

30 Point No. 520
 6 A
 BENCH

24 Point No. 520
 8 A
 MISGIVE

18 Point No. 520
 10 A
 INDENTED
REPOSING

12 Point No. 520
 15 A
 EACH NUMBER
NOTICE FROCK

10 Point No. 520
 18 A
 BARGE RETURNING
DISTINCTIVE HOME

8 Point No. 526
 20 A
 HIRE CLEVER MECHANIC
UNIQUE MACHINE GIVEN

8 Point No. 525
 23 A
 GET PRODUCTION REPORTS
FURNISH CHARMING MUSIC

6 Point No. 524
 23 A
 BEAUTIFUL BUILDING
MADE HONOR GUARD
HISTORIC MANSIONS

6 Point No. 523
 30 A
 ENTERTAINS GOVERNOR
HANDLING HUGE CROWD
SPECTACULAR RESULTS

6 Point No. 522
 33 A
 PURCHASED FINE CALENDAR
EXHIBIT NUMEROUS STYLES
REMARKABLE SCHOLAR WON

6 Point No. 521
 37 A
 RETURN FROM EUROPEAN CLIME
OVERHAUL SEVEN AUTOMOBILES
JUDGEURGES INSPECTION TOUR

CHARACTERS IN COMPLETE
FONT

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z
& \$ 1 2 3 4
5 6 7 8 9 0
. , - ' : ; ! ?

54 and 60 Point carried in stock only at Foundry

Gothic Condensed No. 524

24 Point
 10 A 19 a
 EXPORTED
Huge Stock

18 Point
 12 A 24 a
 DEMANDING
Kept Enough

14 Point
 19 A 33 a
 MODERN USAGE
Began Production

12 Point
 22 A 45 a
 MEMBERS RESIGN
Organize Sport Club

10 Point
 25 A 54 a
 HANDSOME BORDERS
Bought Choice Material

8 Point
 32 A 65 a
 DESIGNS INTEREST PUBLIC
Spanish Masterpiece Displayed

6 Point
 31 A 63 a
 GIVE COMICAL PERFORMANCE
Prominent vaudeville actors make
extensive plans for entertainment

30, 36, 48, 60 and 72 Point carried in stock only at Foundry

Characters In Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W X
Y Z & \$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. , - ' : ; ! ?

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36 Point
Gothic No. 520
Figures
set solid

12
34
56
78
90

24 Point
Gothic Condensed
No. 524 Figures
set solid

1
2
3
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6
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60 Point Figures
set solid

CHARACTERS
IN COMPLETE FONT

A B C D E
F G H I J
K L M N O
P Q R S T
U V W X Y
Z & \$ 1 2 3
4 5 6 7 8 9 0
. , - ' : ; ! ?

20 Point 20 A
**SIGNED NOTE
BARS REPORT**

16 Point 24 A
**PROCURE ORDER
DESIGN SCENERY**

12 Point 29 A
**MANAGERS GATHER
CLEVER INVENTORS**

10 Point 35 A
**RESOLUTIONS ADOPTED
SHOE MANUFACTURERS**

8 Point 48 A
**EXTRAORDINARY PHOTOGRAPHER
MERCHANT DEMANDED BUILDING**

6 Point 44 A
**DISTINGUISHED WRITER RETURNED
INVENTS WONDERFUL INSTRUMENT**

9 and 54 Point carried in stock only at Foundry

HARDWARE

MATERIALS FOR CONTRACTORS AND MECHANICS

**FARMING AND FACTORY
SUPPLIES**

**TRACTOR AND AUTOMOBILE
SERVICE STATION**

STEPHENER & BUSHSTEIN

OFFICE AND DELIVERY YARD
RUNSDEN CENTER, MAINE

72 Point 8 A
ROUND

60 Point 4 A
BORDER

48 Point 6 A
SECURING

42 Point 8 A
DIM FIGURE

36 Point 8 A
HEROES DINE

30 Point 10 A
**GIRLS RECOVER
MARINES HUNT**

24 Point 15 A
**NOTED EXPLORER
REFINERS MARCH**

72 Point

3 A 5 a

Objected

30 Point

9 A 17 a

COLUMBIAN
Rich Authors

12 Point

28 A 55 a

HOLD MOTORCYCLE RACES
Scores of motorcyclists have
now signified their intention
of riding in endurance races

60 Point

3 A 5 a

DISGUISE
Multiplier

24 Point

12 A 25 a

REQUIREMENTS
Expects Payment

10 Point

31 A 65 a

OCEAN LINER CAPACITY TAXED
Large demands for reservation
on passenger steamer. Tourists
booking ahead for autumn rush

18 Point

17 A 36 a

NOMINATE SOLDIER
Country Enthusiastic

8 Point

35 A 70 a

EXHIBITS FINER PORTRAIT PAINTING
Magnificent display of these famous
paintings; also noted etchings, which
are products of the foreign masters

48 Point

6 A 10 a

EXCURSION
High Country

14 Point

22 A 46 a

CHANGING LARGE MAP
Baffling Manufacturers

6 Point

35 A 70 a

CROWD AT SEASHORE LARGEST KNOWN
Extraordinarily warm weather resulted in
the greatest gatherings at the seashore
hostelries and resorts ever encountered

42 Point

6 A 11 a

REMODELING
Notable Firms

36 Point

6 A 12 a

UNDISCOVERED
Spring Mountain

CHARACTERS IN COMPLETE FONT

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
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60 Point Figures
set solid

POSTER GOTHIC

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48 Point Figures
set solid

60 Point 4 A
DINE

48 Point 4 A
**HAND
SOME**

42 Point 5 A
**CARES
SPORT**

36 Point 6 A
**MAIDEN
REMIND**

30 Point 8 A
**PRINTING
GIGANTIC**

24 Point 10 A
**NEIGHBORS
DISTRIBUTE**

96 Point 3 A
MEN

84 Point 3 A
RIME

72 Point 3 A
HARK

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & \$
1 2 3 4 5 6 7
8 9 0 . , - ' ' : ; ! ?

FOR SIZES SMALLER THAN 24 POINT SEE BANK GOTHIC CONDENSED MEDIUM, PAGE 141

72 Point

3 A 4 a

Right

18 Point

11 A 22 a

MENAGERIE
Big elephant
securely tied

10 Point

21 A 42 a

OBEY INSTRUCTION
Commanding officer
teaches recruits how
hospital tents should
be folded when down

60 Point

3 A 5 a

Equity

14 Point

15 A 29 a

ENTERPRISING
Cloth merchant
pleasing buyers

8 Point

23 A 45 a

MAKING REAL FRIENDS
Good nature is positively
more agreeable than wit.
It gives to the face an air
more benign than beauty

48 Point

4 A 8 a

Intrepid

12 Point

17 A 34 a

RECEIVED NICELY
Brilliant statesman
gladly returns after
prolonged absence

6 Point

25 A 50 a

ROAD TO EMINENCE HARD
Many say greatness is really
an eminence, the ascent to
which is steep and lofty, and
superior men always display
unusual boldness and vigor

42 Point

5 A 9 a

Klondike

36 Point

5 A 9 a

RETURNS
Exposition

30 Point

6 A 10 a

HISTRIONIC
British Kings

24 Point

7 A 14 a

REPRODUCED
Neat Pamphlet

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W X
Y Z & \$ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
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60 Point Figures
set solid

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60 Point Figures
set solid

10 Point 26 A 51 a
WORDS BETRAY WISDOM
Consider silently whatever
folks say, because speech
either conceals or reveals
the speaker's inmost soul

8 Point 28 A 55 a
GOOD BOOKS ARE INSPIRING
Remember that chiefly through
books we have intercourse with
master minds, and good books
are now within the reach of all

6 Point 30 A 60 a
DUTIES FAITHFULLY PERFORMED
We require from buildings, as from
men, two kinds of goodness: doing
their practical duties well, and that
they be pleasing while doing them,
which is itself another form of duty

18 Point 15 A 30 a
INSURED SALES
Advertising idea
helped business

14 Point 21 A 40 a
REASON EXPECTED
Our education must
depend upon brains

12 Point 25 A 48 a
RESTORE CONFIDENCE
Wonderful strides made
toward business revival
encouraging merchants

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

72 Point 3 A 4 a
Myriad

60 Point 4 A 6 a
Register

48 Point 5 A 8 a
Symbolize

42 Point 5 A 9 a
Eulogistical

36 Point 6 A 9 a
NOURISHING
Gain Strength

30 Point 7 A 14 a
PERSEVERANCE
Capable Scholar

24 Point 10 A 18 a
HANDSOME COVER
Beautiful Designing

72 Point

4 A 6 a

Relinquish

60 Point

4 A 6 a

Enjoyed Ride

48 Point

6 A 11 a

Hunting Season

42 Point

6 A 13 a

Mysterious Words

36 Point

6 A 13 a

ENCOURAGES ORDER
General Reorganizing

30 Point

9 A 17 a

INVINCIBLE CHARACTERS
Display Indomitable Spirit

24 Point

12 A 23 a

GOLDEN HARVESTING BEGINS
Everybody Enjoying Prosperity

18 Point

19 A 38 a

DIGNIFIED ILLUSTRATION
Catalogue shows various
designs simply arranged

14 Point

25 A 49 a

GREATLY PLEASE INSTRUCTOR
Children studying the histories
of many celebrated statesmen

12 Point

28 A 56 a

QUESTIONS OF GREAT IMPORTANCE
Shrewd advertisers usually require
publications to give facts regarding
circulation and territory they cover

10 Point

31 A 63 a

JOURNALISM OF BENEFIT TO MANKIND
Newspapers are servants of the human
intellect, and their ministry is for good
or for evil, according to the standing or
character of the folks who direct them

8 Point

35 A 70 a

OUR MINDS INCLINE TO DIFFERENT OBJECTS
Many ideas grow better if transplanted into
another mind. That which was a weed in one
mind soon becomes a flower in the other, and
flowers change to weeds in the same manner

6 Point

34 A 68 a

HEALTHFUL RECREATION STIMULATES WORKERS
Recreation is a physical and moral necessity. The
toilworn artisan, stooping and straining over his
task which taxes eye and brain and limb, ought to
have opportunity and means for an hour or more of
healthful relaxation when that task is concluded

12
34
56
78
90

60 Point Figures
set solid

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

AMERICAN
TYPE FOUNDERS
SALES
CORPORATION

Lightline Gothic

1
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4
5
6
7
8
9
0

36 Point
Lightline Gothic
Figures set solid

1
2
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9
0

12 Point
Lightline Title
Figures set solid

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z . , - ' : ; ! ?

LIGHTLINE TITLE GOTHIC

12 Point No. 8

17 A

RECOGNIZES
DISPOSITION

6 Point No. 4 26 A

MECHANICAL TRICK
PREVIOUS REPLIES
COMPULSORY PLAN

12 Point No. 7

21 A

BURGOMASTER
ENCYCLOPEDIA

6 Point No. 3 31 A

BEWILDERING ACTIONS
NATIONAL PARLIAMENT
ILLUSTRATED FEATURE

12 Point No. 6

24 A

HONEST PERSON
UNION SERVICES

6 Point No. 2 40 A

FRANK OUTSPOKEN YOUTH
OUTSTANDING SECURITIES
MEMBERS PRAISE OFFICER
NEW TURBINES INSTALLED

12 Point No. 5

29 A

PICTURESQUE GUIDE
FINANCIAL CREDITOR

6 Point No. 1 46 A

CAPITALIST PURCHASED ESTATE
INTERNATIONAL MAGNATE WEDS
RELATIVES GREATLY SURPRISED
TELEPHONE CONGRATULATIONS

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z & \$ 1 2 3
4 5 6 7 8 9 0 . , - ' : ; ! ?

36 Point

6 A 9 a

Hypothesis

30 Point

6 A 12 a

Military Band

24 Point

8 A 14 a

EXPENDITURE
Rival Champion

18 Point

11 A 22 a

FOREIGN DICTUM
Independent Official

14 Point

17 A 32 a

SOCIAL CONFERENCE
Bibliographic Discussion

12 Point

19 A 39 a

UNINTERESTING STORIES
Entertain Rich Philanthropist

10 Point

22 A 43 a

POPULAR DRAMAS RECALLED
Many famous plays scheduled for
presentation starting next season

8 Point

24 A 47 a

NEWSPAPER PUBLISHERS CONVENE
Editors and proprietors have agreed upon
program for their semi-annual conference

6 Point No. 4

26 A 52 a

IMPORTANT MATTERS AWAIT SETTLEMENT
Discussion of advertising and circulation among
the numerous topics scheduled for presentation

6 Point No. 3

31 A 61 a

PAPER MANUFACTURERS DESCRIBED CONDITIONS
Give lengthy explanation for increasing contract prices of
newsprint despite objections from the weekly newspapers

Bulletin Typewriter

36 Point 4 A 20 a

IMPORTANT ANNOUNCEMENT:
Marsh Motor Trucks are
now ready for delivery.

24 Point 6 A 30 A

Many Marsh Motor Trucks are picked
at random to run their lives out
without ever leaving the building.

18 Point 8 A 40 a

In our engineering research laboratories,
Marsh Trucks are subject to that investi-
gation which helps to keep Marsh quality.

CHARACTERS IN COMPLETE FONT OF BULLETIN TYPEWRITER

ABCDEFGHIJKLMNOPQRSTUVWXYZ&\$1234567890abc
defghijklmnopqrstuvwxyz.,-'"':;!?()^-/_@¢*%/#

Justifiers are sold separately in one and in five pound fonts

Jumbo Typewriter

24 Point 6 A

NOTICE: MARSH MOTOR COMPANY
OFFERS EXTRAORDINARY QUALITY!

CHARACTERS IN COMPLETE FONT OF JUMBO TYPEWRITER

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
\$1234567890.,-'"':;!?(

Justifiers are sold separately in one and five pound fonts

Typewriter Faces

28 A 85 a
6 Point AMERICAN TYPEWRITER. Characters 4 Point Set. Imitation typewritten letters have come to occupy an important place in ABCDEFGHIJKLMNOPQRSTUVWXYZ&\$1234567890abcdefghijklmnopqrstuvwxyz.,- '":;!?()-*/%#
Fractions are fonted $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{5}{8}$ $\frac{7}{8}$ and furnished separately

20 A 100 a
10 Point AMERICAN TYPEWRITER. Characters 6 Pt. Set. Imitation typewritten letters ABCDEFGHIJKLMNOPQRSTUVWXYZ&\$1234567890abcdefghijklmnopqrstuvwxyz.,- '":;!?()-*/%#

9 A 42 a
10 Point ELITE OLIVER TYPEWRITER. Characters 6 Pt. Set. Imitation typewritten ABCDEFGHIJKLMNOPQRSTUVWXYZ&\$1234567890abcdefghijklmnopqrstuvwxyz.,- '":;!?()-_*=*@%/##

9 A 42 a
10 Pt. ELITE UNDERWOOD TYPEWRITER. Characters 6 Point Set. Imitation type- ABCDEFGHIJKLMNOPQRSTUVWXYZ&\$1234567890abcdefghijklmnopqrstuvwxyz.,- '":;!?()-_*=*@%/##

20 A 100 a
12 Point NEW MODEL UNDERWOOD TYPEWRITER. Characters 1/10 Inch Set. Imitation typewritten letters have come to occupy an important place in the industrial world of today ABCDEFGHIJKLMNOPQRSTUVWXYZ&\$1234567890abcdefghijklmnopqrstuvwxyz.,- '":;!?()-^°*~@%/## Fractions are fonted $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ and furnished separately

20 A 100 a
12 Point NEW MODEL REMINGTON TYPEWRITER. Characters 1/10 Inch Set. Imitation typewritten letters have come to occupy an important place in the industrial world of today, ABCDEFGHIJKLMNOPQRSTUVWXYZ&\$1234567890abcdefghijklmnopqrstuvwxyz.,- '":;!?()-^°*~@%/## Fractions are fonted $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ and furnished separately

8 A 34 a
12 Point UNDERWOOD TYPEWRITER. Characters 7 $\frac{1}{4}$ Point Set. Imitation typewritten letters have come to occupy an important place in the industrial world of today, and every printer with business ABCDEFGHIJKLMNOPQRSTUVWXYZ&\$1234567890abcdefghijklmnopqrstuvwxyz.,- '":;!?()-^°*~@%/## $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$

15 A 60 a
12 Point RIBBON-FACE TYPEWRITER. Characters 7 1/4 Point Set. Imitation typewritten letters have come to occupy an important place in the industrial world of today, and every printer with business in- ABCDEFGHIJKLMNOPQRSTUVWXYZ&\$1234567890abcdefghijklmnopqrstuvwxyz.,- '":;!?()-/%#

20 A 100 a
12 Point SILK REMINGTON TYPEWRITER. Characters 1/10 Inch Set. Imitation typewritten letters have come to occupy an important place in the industrial world of today, and ABCDEFGHIJKLMNOPQRSTUVWXYZ&\$1234567890abcdefghijklmnopqrstuvwxyz.,- '":;!?()-^°*~@%/## Fractions are fonted $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ and furnished separately

20 A 100 a
12 Point REMINGTON TYPEWRITER No. 2. Characters 7 Point Set. Imitation typewritten letters have come to occupy an important place in the industrial world of today, and every printer with business instincts ABCDEFGHIJKLMNOPQRSTUVWXYZ&\$1234567890abcdefghijklmnopqrstuvwxyz.,- '":;!?()-/%#

20 A 100 a
12 Point STANDARD TYPEWRITER. Characters 7 $\frac{1}{4}$ Point Set. Imitation typewritten letters have come to occupy an important place in the industrial world of today, and every ABCDEFGHIJKLMNOPQRSTUVWXYZ&\$1234567890abcdefghijklmnopqrstuvwxyz.,- '":;!?()-/%# Fractions are fonted $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{3}$ $\frac{2}{3}$ and furnished separately

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered

BODY TYPE . . . MODERN AND OLDSTYLE

READABILITY and attractiveness being essential qualities of all printing, the type face for the text matter of booklets and catalogues should be very carefully selected. Foundry type, hand set and perfectly spaced gives the extra touch of artistry that always distinguishes first-class work. An otherwise well planned job can be spoiled by careless handling of important small text matter. Reader interest—the whole purpose of a catalogue—depends upon careful attention to little details not possible except by hand setting. The designs shown in this body type section offer sufficient variety for every purpose and are grouped by sizes for easy comparison. Sizes larger than twelve point, where made, will be found on other pages of this book in the showing of the complete series.

SIX POINT BODONI BOOK AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling the printer

SIX POINT BASKERVILLE ROMAN AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling the printer to make the selection of type most

SIX POINT CLOISTER LIGHTFACE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling

SIX POINT CASLON NO. 540 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling the printer to make the

SIX POINT MODERN ROMAN NO. 64 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size

SIX POINT ROMAN NO. 510 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for com-

SIX POINT CASLON OLDSTYLE NO. 471 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of

SIX POINT CLOISTER OLDSTYLE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby en-

SIX POINT GOUDY OLDSTYLE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of

SIX POINT BULMER ROMAN AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison

SIX POINT GARAMOND AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight

SIX POINT SCOTCH ROMAN AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for

SIX POINT CENTURY SCHOOLBOOK AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been group

SIX POINT CENTURY CATALOGUE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and

SIX POINT SCHOOLBOOK OLDSTYLE WITH CENTURY SCHOOLBOOK ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of

SIX POINT CENTURY OLDSTYLE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together

SIX POINT BODONI AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling the printer to

Six Point Goudy Catalogue and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison

SIX POINT CENTURY EXPANDED AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together

Six Point Bookman Oldstyle and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been

FIVE POINT ROMAN NO. 527 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling the printer to make the selection

Six Point Bernhard Gothic Light and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby

Six Point Stymlie Light and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for com-

FIVE POINT ROMAN NO. 524 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling the printer to make the selection of type most appropriate for the contemplated job—be it booklet, catalog or publication

BODY TYPE

TEN POINT BASKERVILLE ROMAN AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling the printer to make the selection of type most appropriate for the contemplated job in

TEN POINT CASLON NO. 540 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling the printer to make the selection of type

TEN POINT BODONI BOOK AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling the printer to make the selec-

TEN POINT BULMER ROMAN AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling the printer to make the

TEN POINT GARAMOND AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling the printer to make

TEN POINT CENTURY CATALOGUE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of

Ten Point Piranesi and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling the printer to make the selection of type most appropriate for

TEN POINT CASLON OLDSTYLE NO. 471 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling the printer to make the selection of type most appropriate for the contemplated job

Ten Point Bernhard Booklet and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling the printer to make the selection of type most

TEN POINT MODERN ROMAN NO. 64 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size

TEN POINT ROMAN NO. 510 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling the printer to

TEN POINT CLOISTER LIGHTFACE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling the printer to make the selection of type

BODY TYPE

TEN POINT CLOISTER OLDSTYLE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling the printer to make the selection of type most ap-

TEN POINT SCOTCH ROMAN AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling the printer to make the selection

TEN POINT GOUDY OLDSTYLE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby ena-

TEN POINT CENTURY OLDSTYLE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. *All the faces of each size have been grouped together*

Ten Point Goudy Catalogue and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face

TEN POINT CENTURY EXPANDED AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and

TEN POINT SCHOOLBOOK OLDSTYLE WITH CENTURY SCHOOLBOOK ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. *All the faces of each size have*

TEN POINT CENTURY SCHOOLBOOK AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. *All the faces of each size have been grouped together*

TEN POINT BODONI AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby ena-

Ten Point Bookman Oldstyle and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size

Ten Point Stymie Light and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for compari-

Ten Point Bernhard Gothic Light and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling the printer to make the selection of

BODY TYPE

12 POINT BASKERVILLE ROMAN AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. *All the faces of each size have been grouped*

12 POINT CASLON No. 540 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space.

12 POINT BODONI BOOK AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. *All the faces of each size have*

12 POINT BULMER ROMAN AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. *All the faces of each size have been*

12 POINT GARAMOND AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. *All the faces of each size have been grouped*

12 POINT CENTURY CATALOGUE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space.

12 Point Piranesi and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face.

12 POINT CASLON OLDSTYLE No. 471 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. *All*

12 Point Bernhard Booklet and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. *All the faces of each size have been*

12 POINT MODERN ROMAN No. 64 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating

12 POINT ROMAN No. 510 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. *All the faces*

12 POINT CLOISTER LIGHTFACE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. *All the faces of each size have been grouped together for*

BODY TYPE

12 POINT CLOISTER OLDSTYLE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. *All the faces of each size have been grouped together for*

12 POINT GOUDY OLDSTYLE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough *to be of service in calculating copy space. All the faces*

12 Point Goudy Catalogue and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been *made long enough to be of service in calculating*

12 POINT SCHOOLBOOK OLDSTYLE WITH CENTURY SCHOOLBOOK ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. *The lines have*

12 POINT BODONI AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of *service in calculating copy space. All the faces of*

12 Point Stymie Light and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made *long enough to be of service in calculating*

12 POINT SCOTCH ROMAN AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long *enough to be of service in calculating copy space.*

12 POINT CENTURY OLDSTYLE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines *have been made long enough to be of service in*

12 POINT CENTURY EXPANDED AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The *lines have been made long enough to be of ser-*

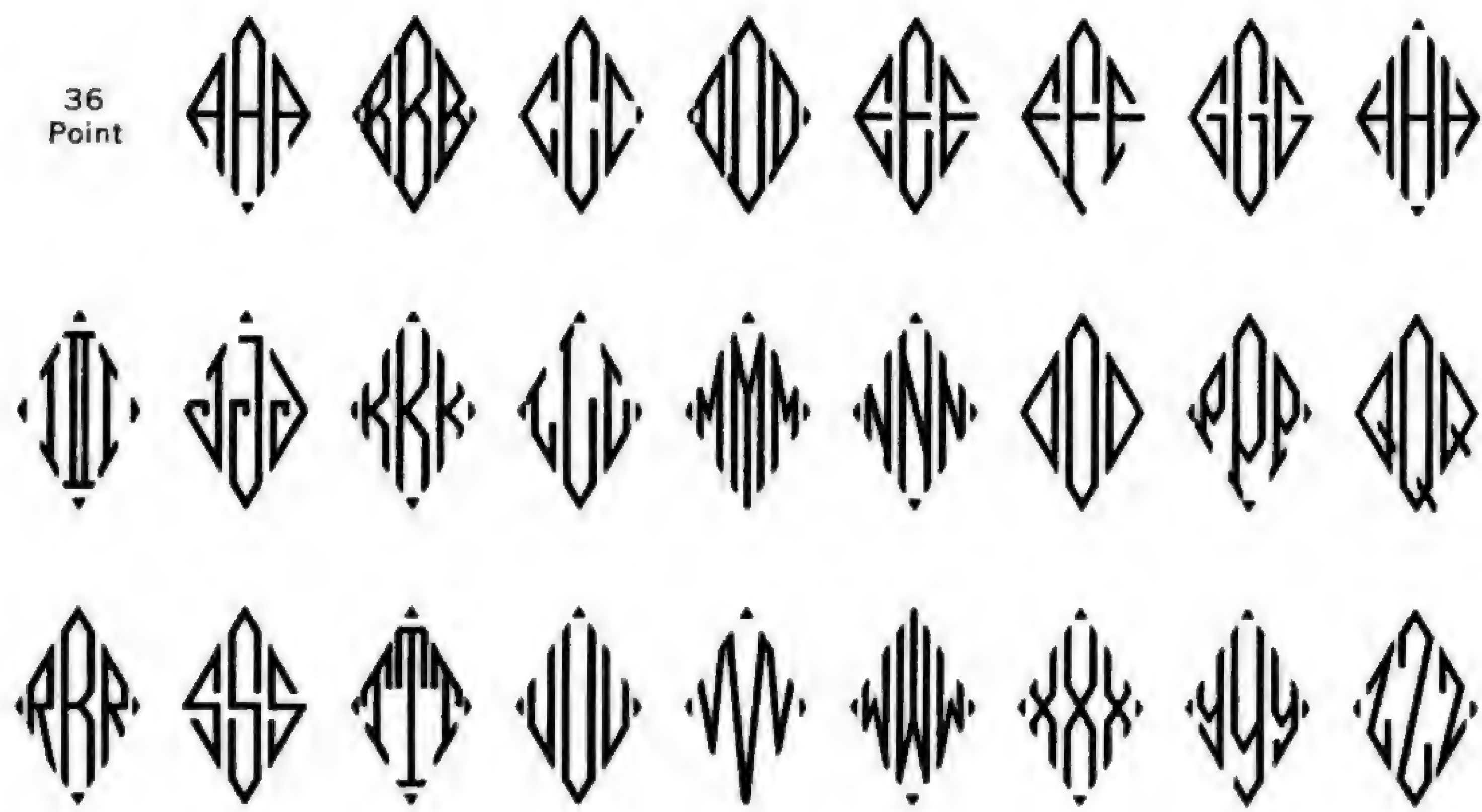
12 POINT CENTURY SCHOOLBOOK AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. *The lines have been made long enough to*

12 Point Bookman Oldstyle and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been *made long enough to be of service in cal-*

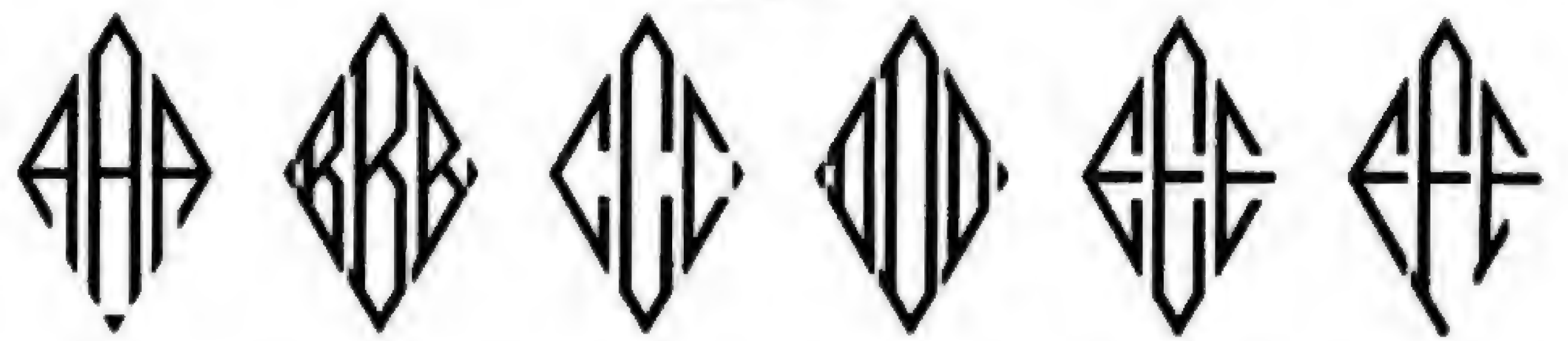
12 Point Bernhard Gothic Light and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in *calculating copy space. All the faces of each size have*

DIAMOND COMBINATION MONOGRAMS

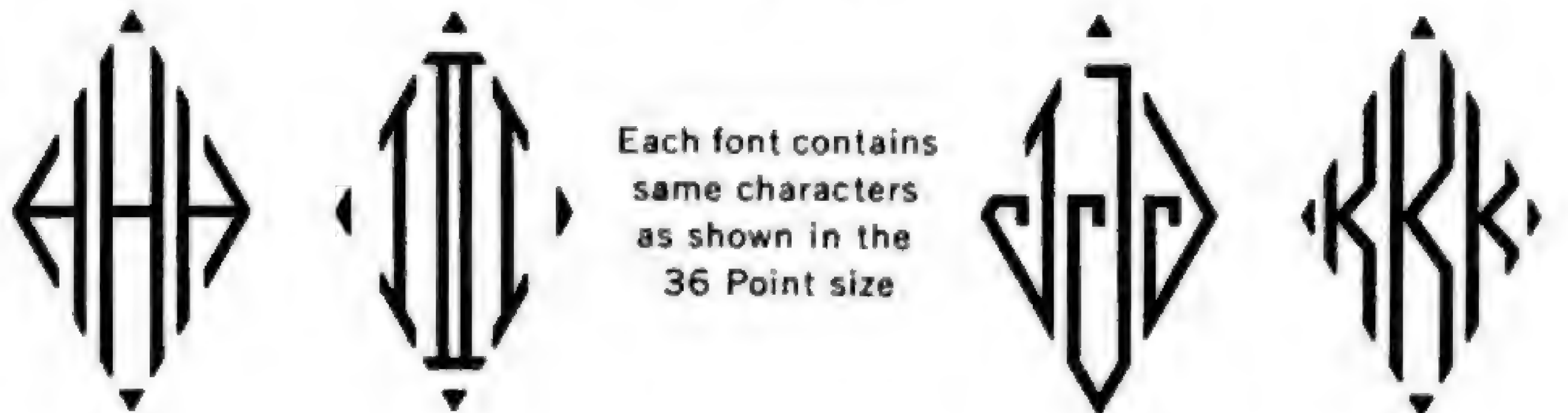
36
Point



48 Point



60 Point

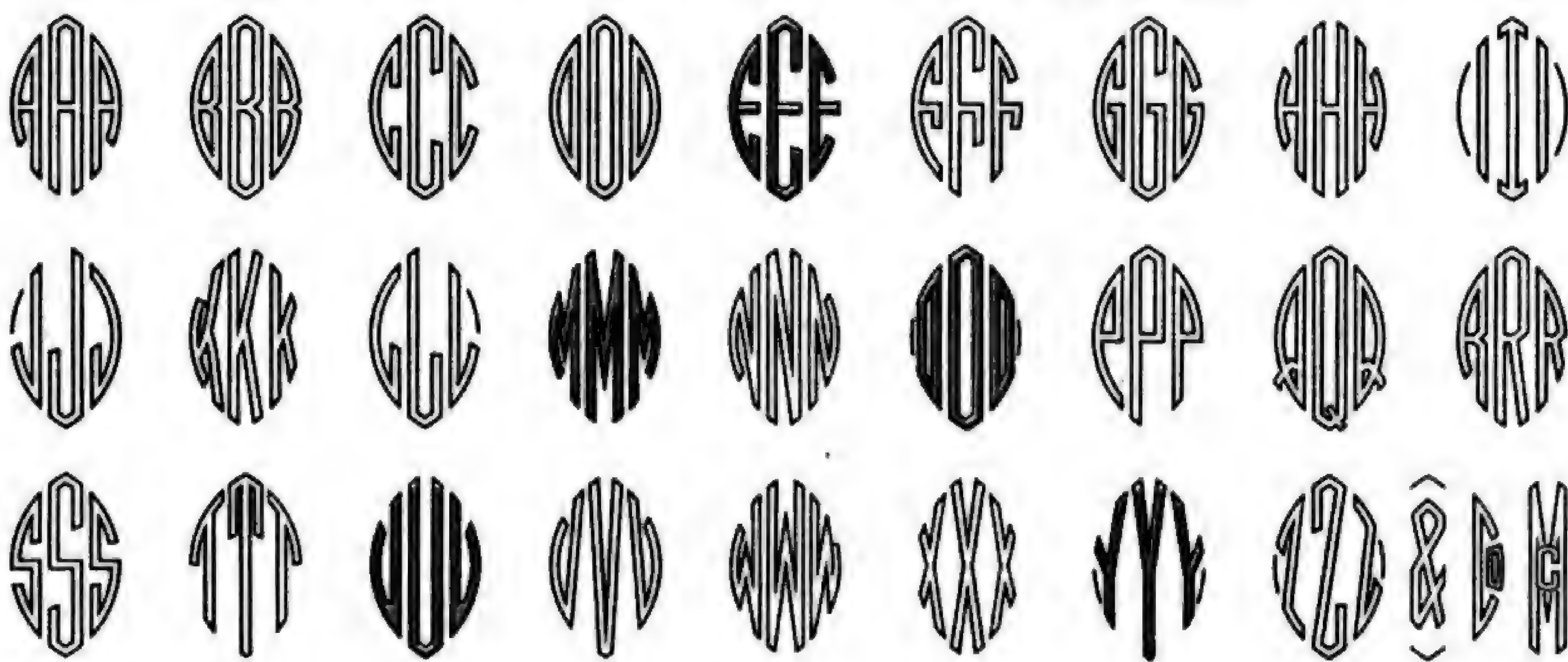


Each font contains
same characters
as shown in the
36 Point size

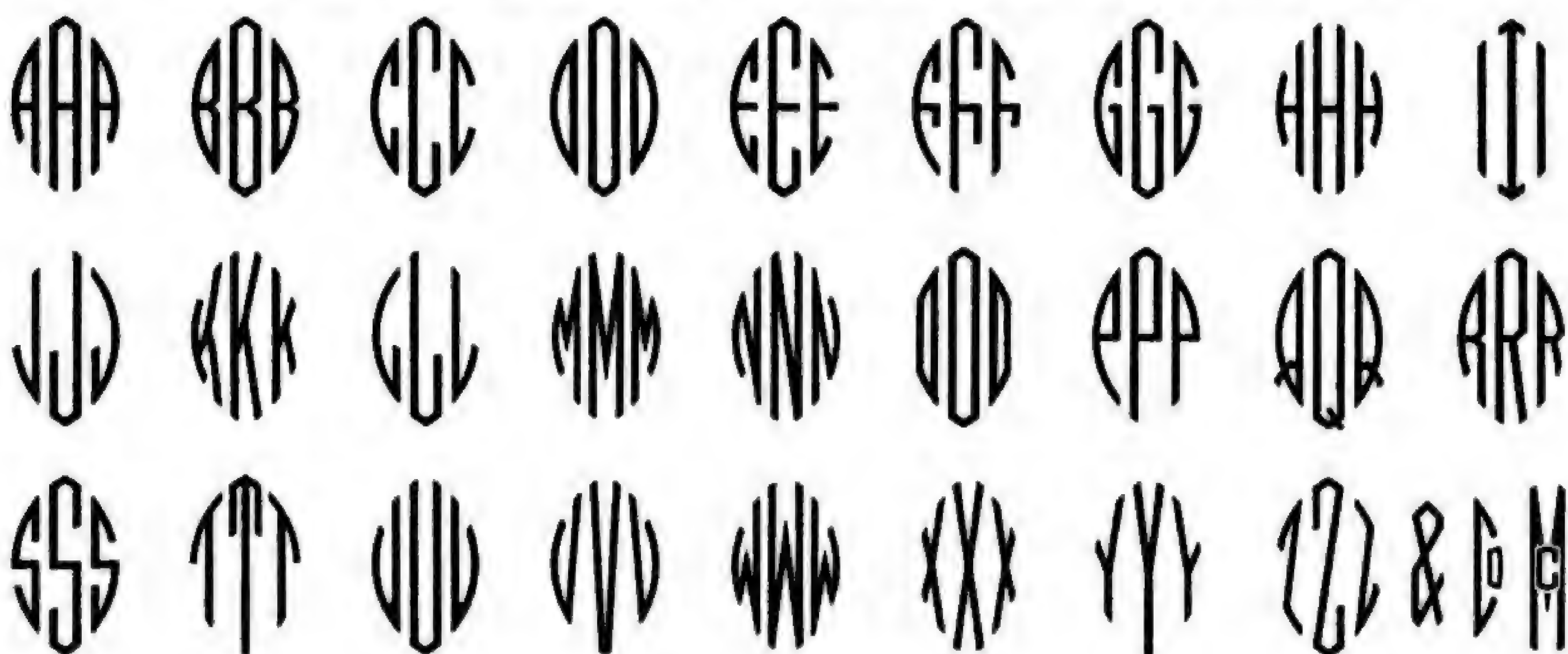
VIRKOTYPE COMBINATION MONOGRAMS

Sold in fonts, or separately in two, three, four and five letter combinations

Series E, 36 Point. Put up in fonts of one type each, 81 characters

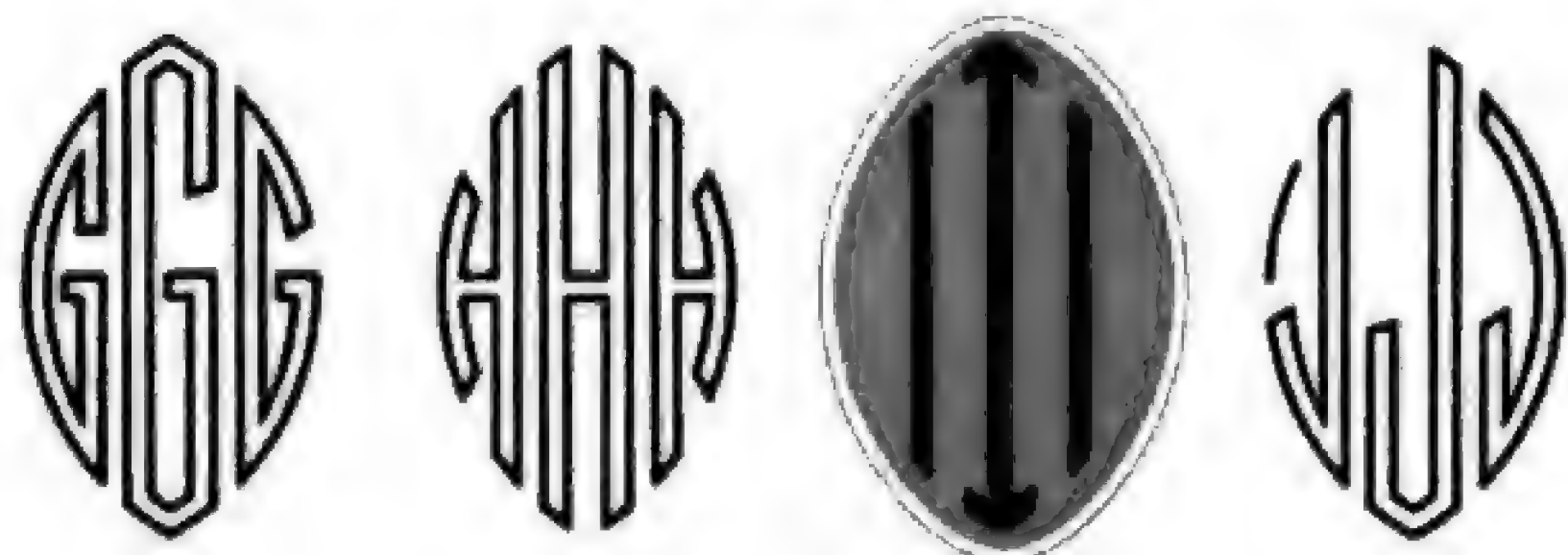


Series F, 36 Point—Color for Series E. Put up in fonts of one type each, 81 characters



Series C, 48 Point

Put up in fonts of one type each, 81 characters



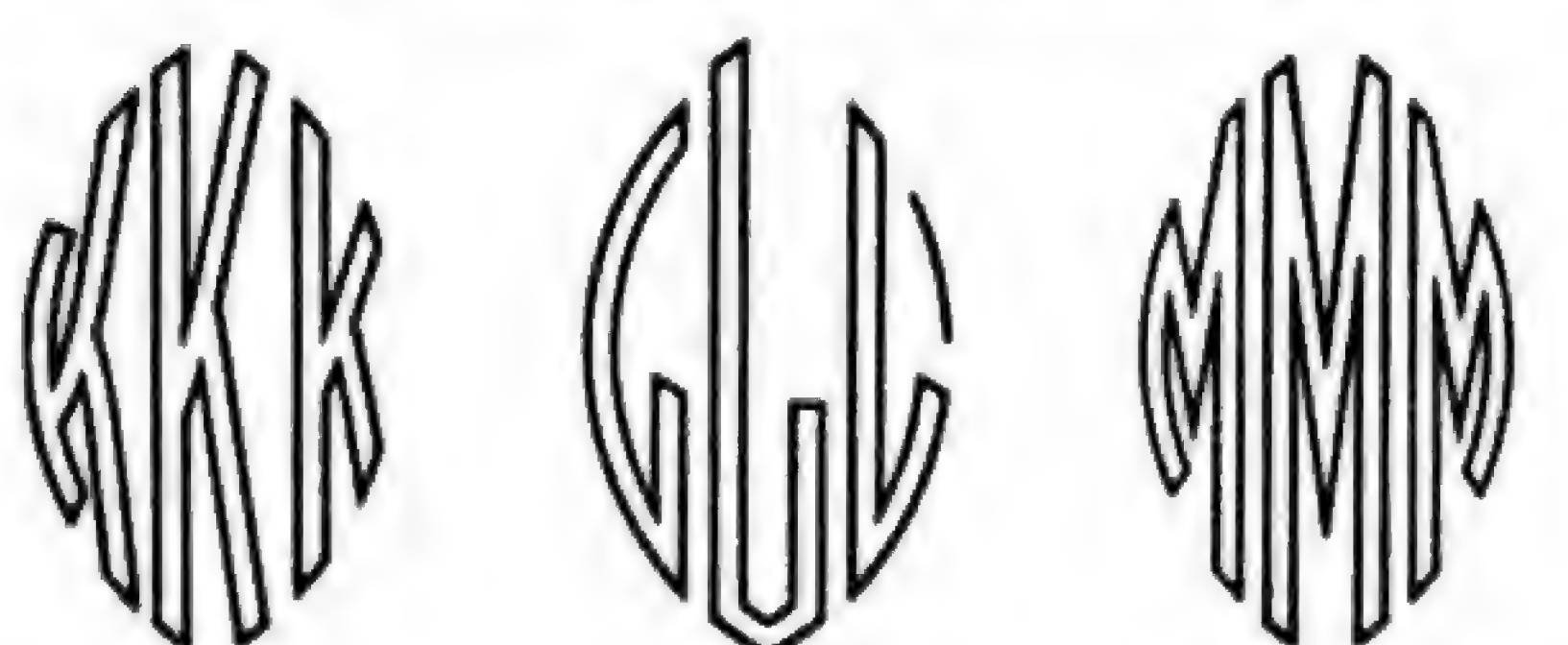
Series D, 48 Point—Color for Series C

Put up in fonts of one type each, 81 characters



Series A, 60 Point

Put up in fonts of one type each, 81 characters



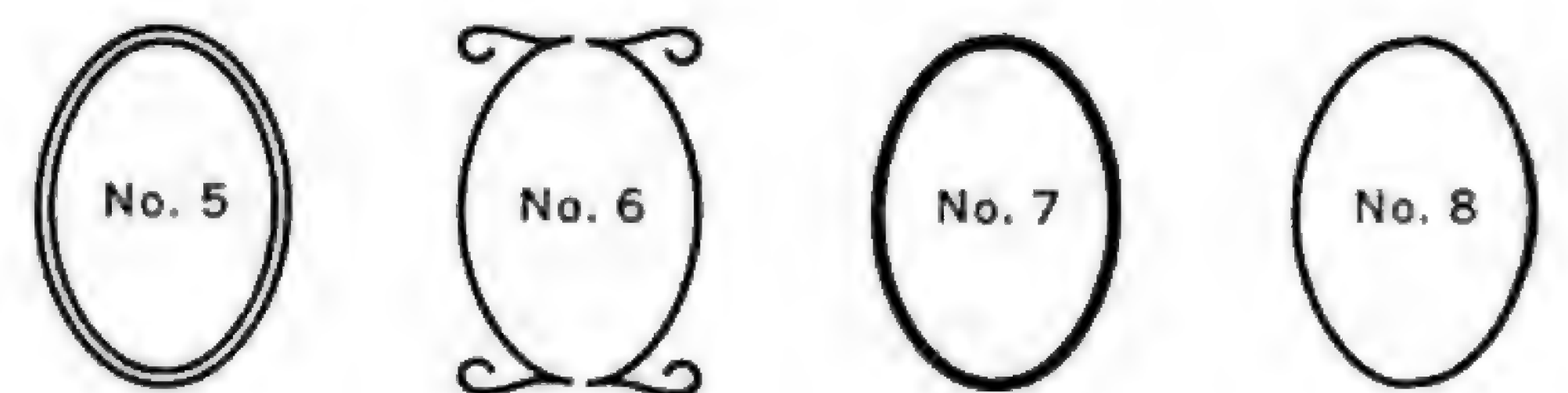
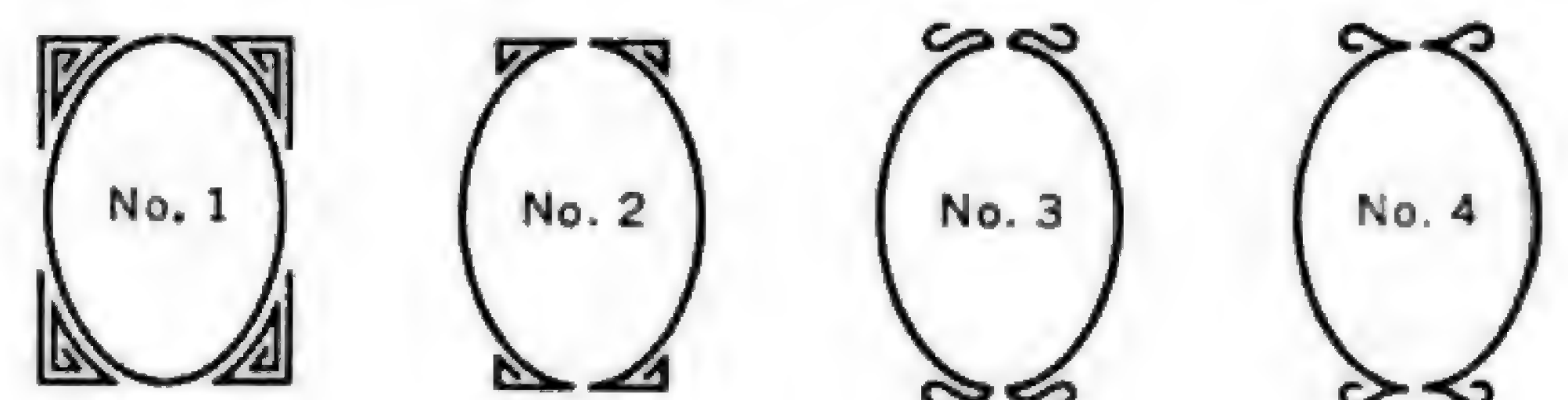
Series B, 60 Point—Color for Series A

Put up in fonts of one type each, 81 characters



VIRKOTYPE FRAMES

Series EF, to be used with Series E or F Virkotype Combination Monograms



Series CD, to be used with
Series C or D
Virkotype Combination Monograms

All characters cast on
72 Point body



Series AB, to be used with
Series A or B
Virkotype Combination Monograms

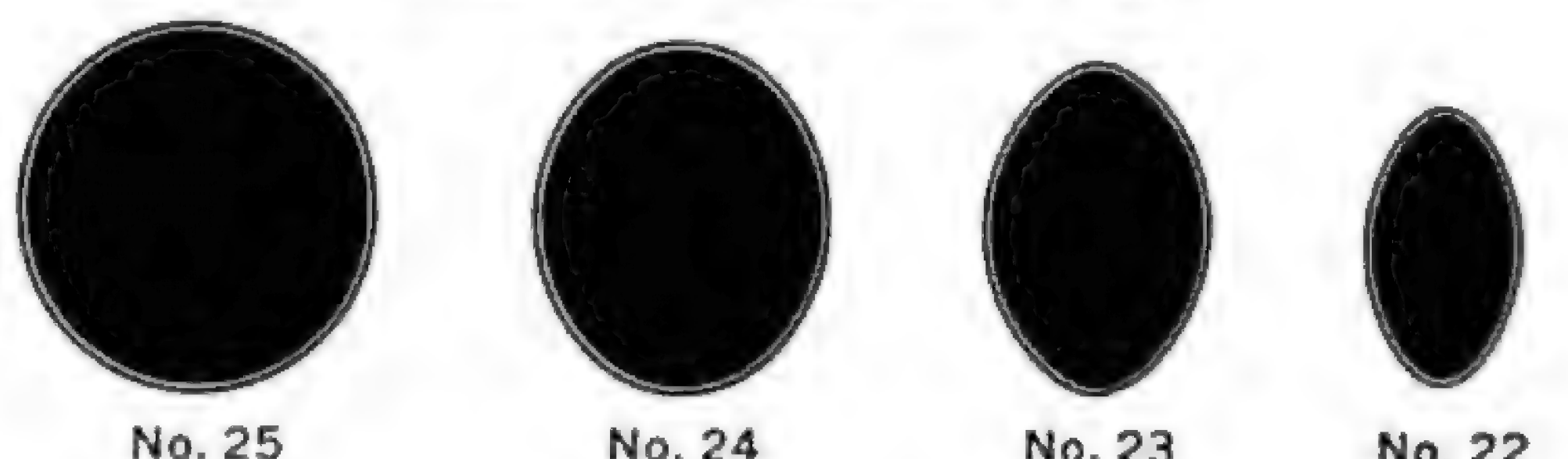
All fonts contain
all designs shown in
Series EF
When ordering specify
Series and Number
of frame desired



VIRKOTYPE TINT BLOCKS

Four sizes: for use with two, three, four and five letter combinations

Series No. 3, for use with 36 Point



Series No. 2,
for 48 Point

Series No. 1, for 60 Point

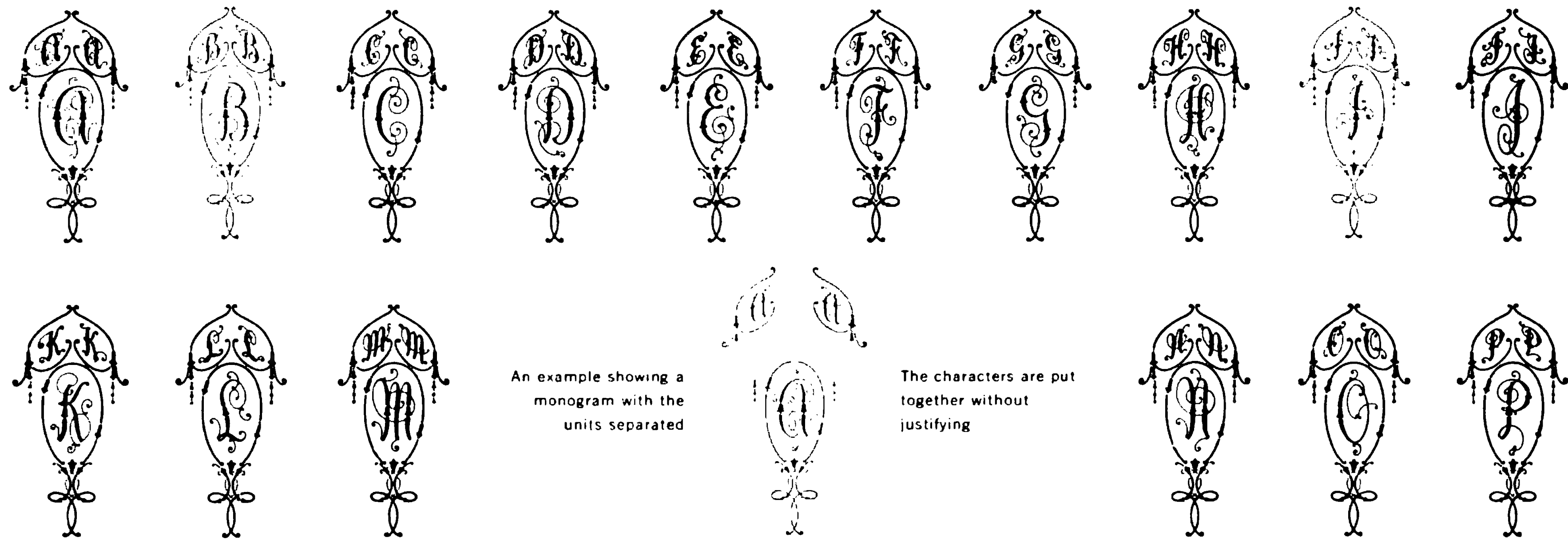


Series
Nos. 1 and 2
contain all
characters shown
in Series No. 3



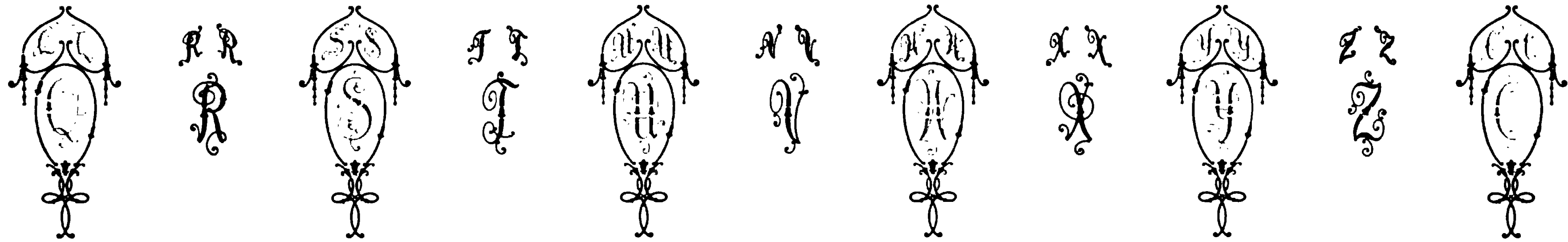
PRINCESS COMBINATION MONOGRAMS—*For One Color*

A font contains one each of the smaller characters A to Z (right and left), and one each of the larger characters A to Z



PRINCESS COMBINATION MONOGRAMS—*For Two Colors*

In this series the decoration is cast separately, otherwise the font is made up the same as the one color font. Six type of the decorative piece are included in a font

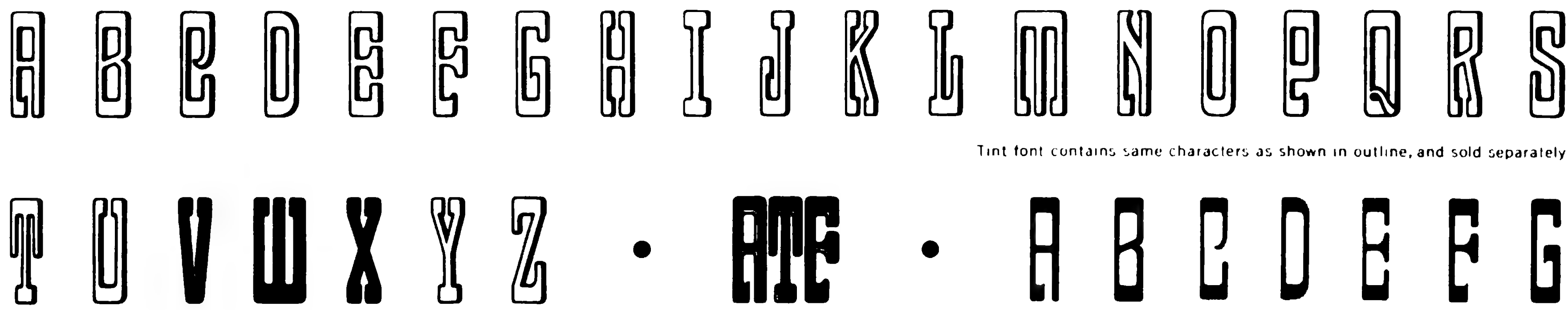


Fonts contain three of each character, which may be arranged in a variety of ways, the initial of the family name always being last

NEWPORT MONOGRAMS

Cast on 36 Point body

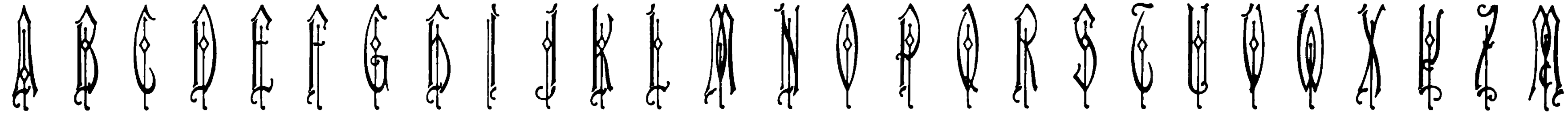
Characters are cast on 12 point set, except the l (9 point) and M and W (18 point). All cast to register for two color printing



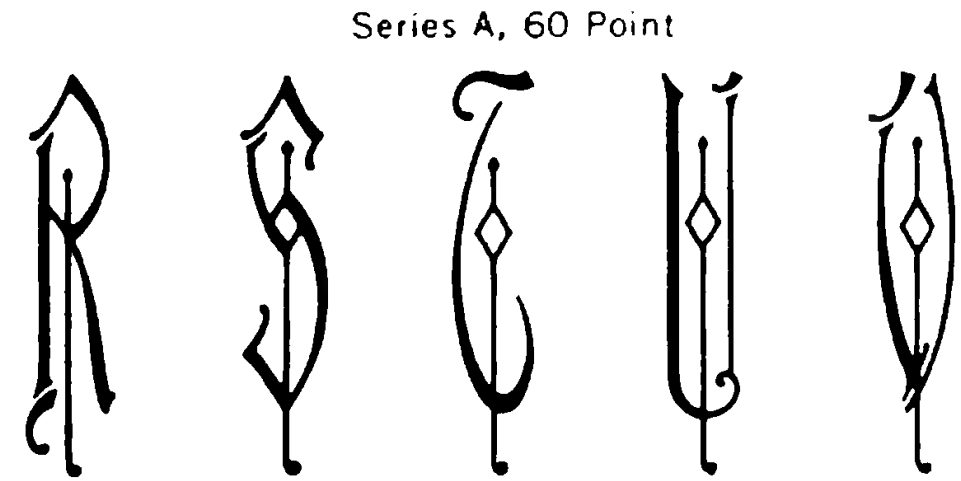
Tint font contains same characters as shown in outline, and sold separately

ELITE MONOGRAM INITIALS

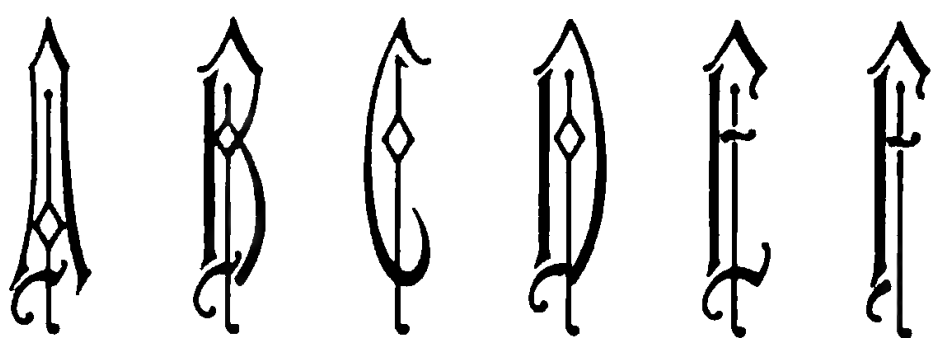
Series C, 36 Point



Series A, 60 Point

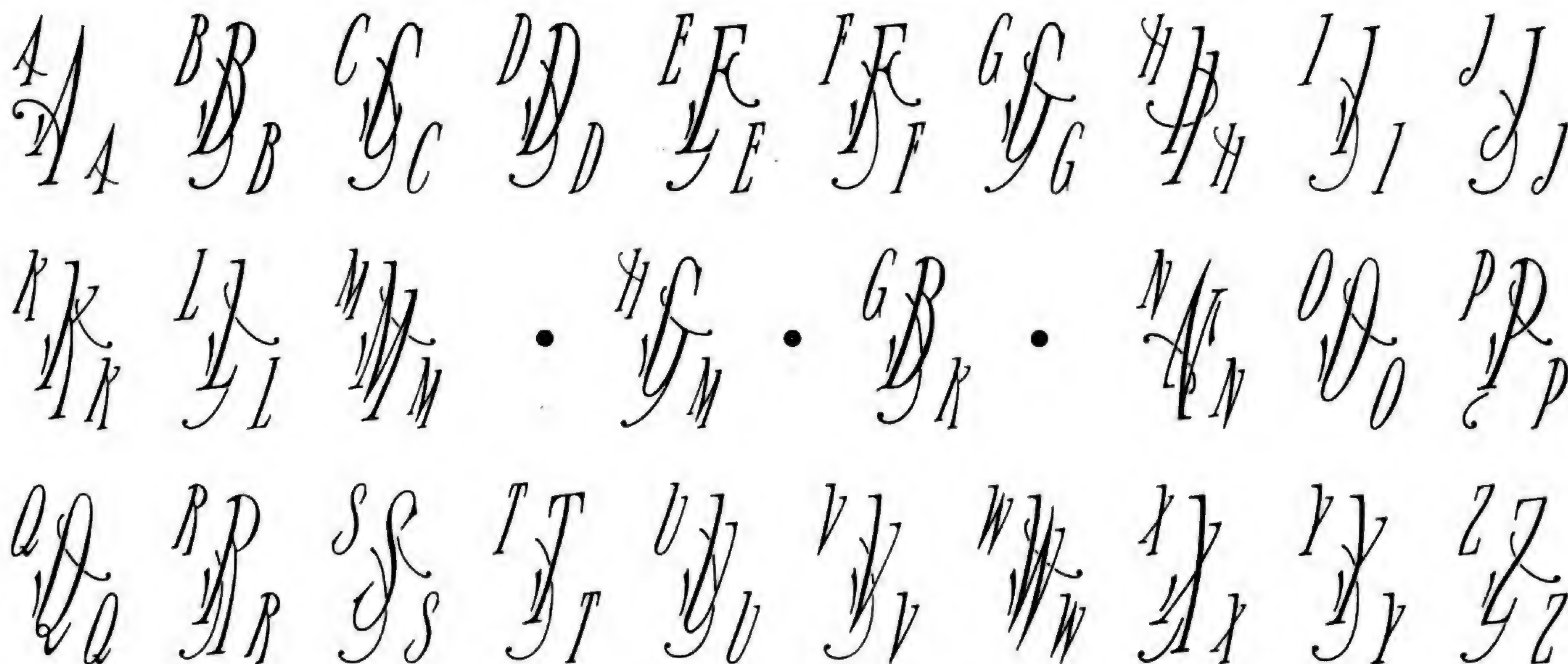


Series B, 48 Point



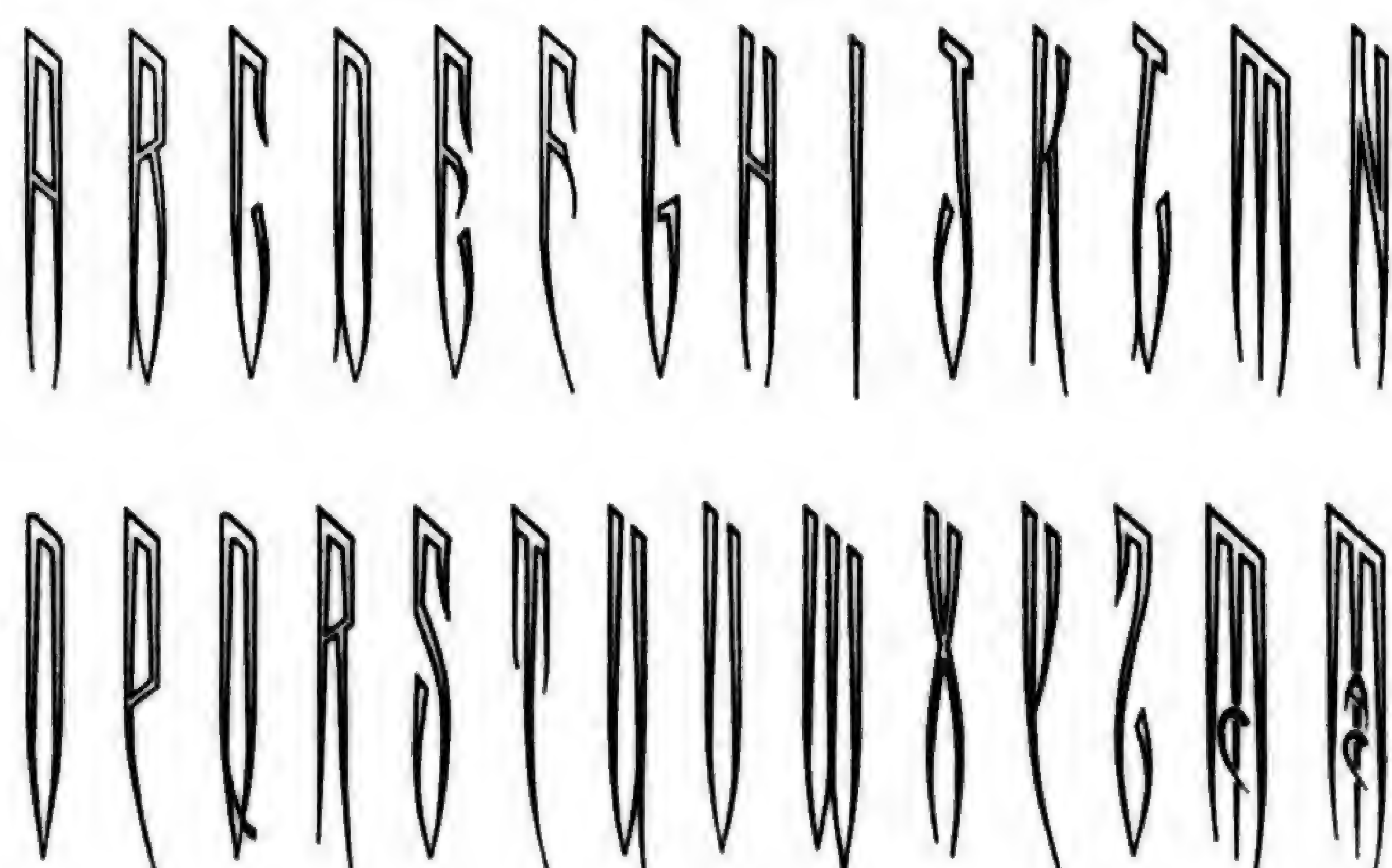
Series A and B contain same characters as Series C. Fonts contain three of each character

BROADWAY MONOGRAM INITIALS

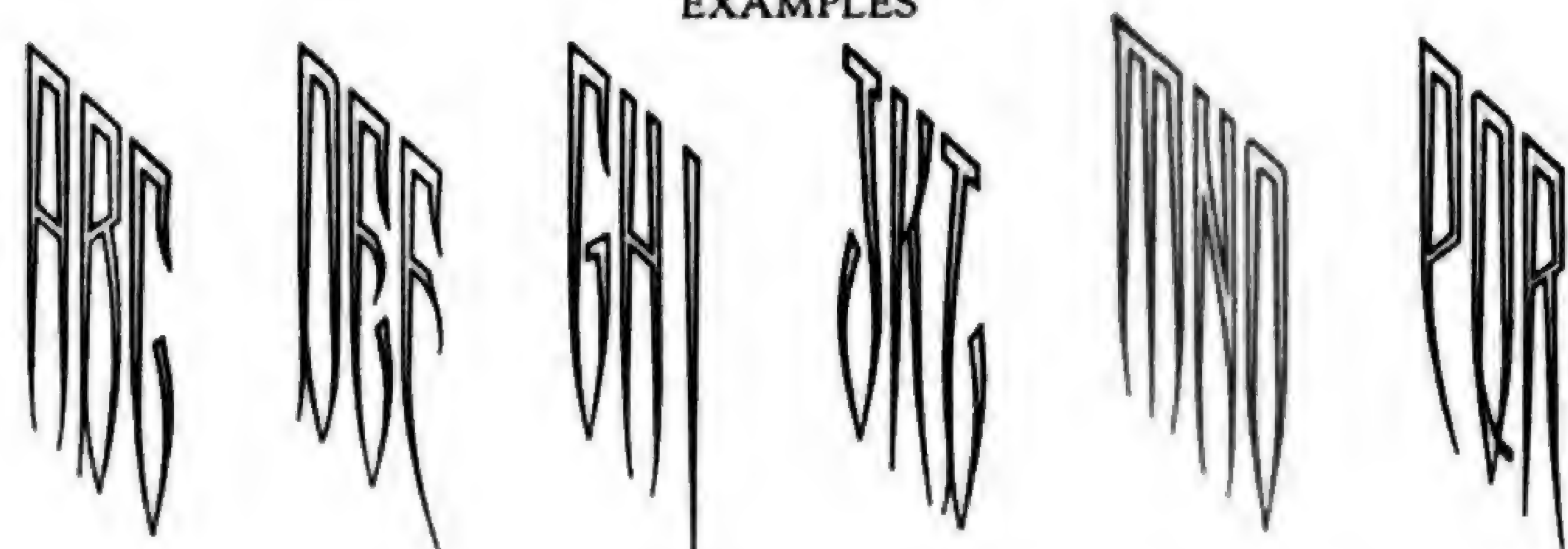


Fonts contain one each of the larger letters A to Z and two each of the small letters. Large letter should be used for the family name. The larger letters are cast recessed at top and bottom, which permits the insertion of the small characters without justification. Very effective results may be obtained by printing these monograms in more than one color.

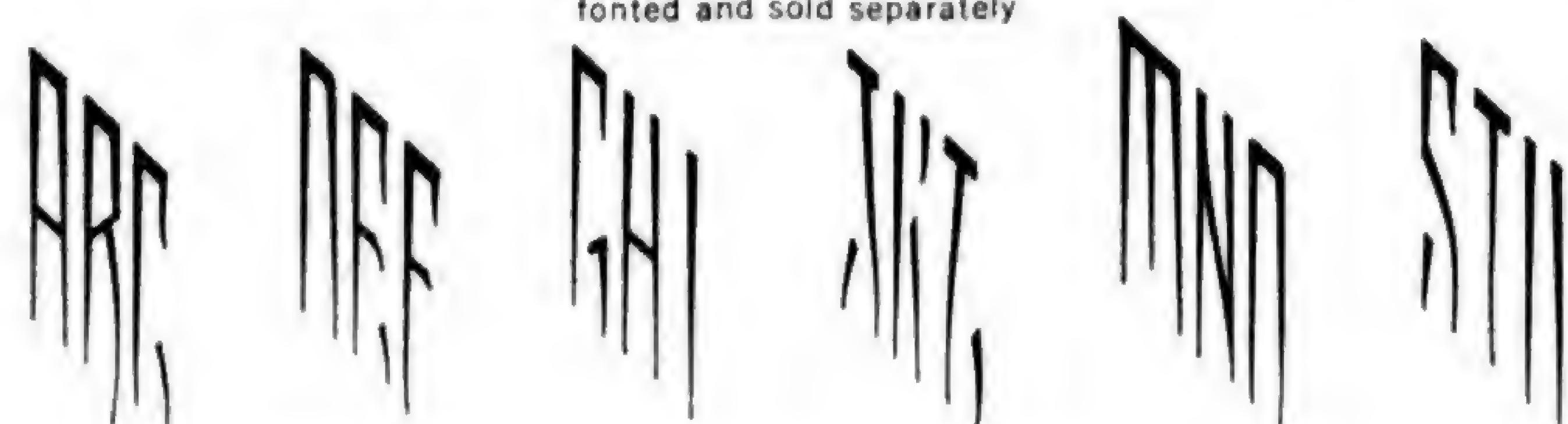
HOLLYWOOD COMBINATION INITIALS



EXAMPLES



Color Characters for Hollywood Combination Initials shown below, are fonted and sold separately



A font of Hollywood Combination Initials contains three characters of every letter in the alphabet and an Mc and Mac. The same character is cast in three different positions on the type body. With the exception of M, W, Mc and Mac (cast 12 point set) all characters are cast 8 point set and require no justification. The M, W, Mc and Mac, when used with 8 point set characters require slight justification in order to give the desired slope.

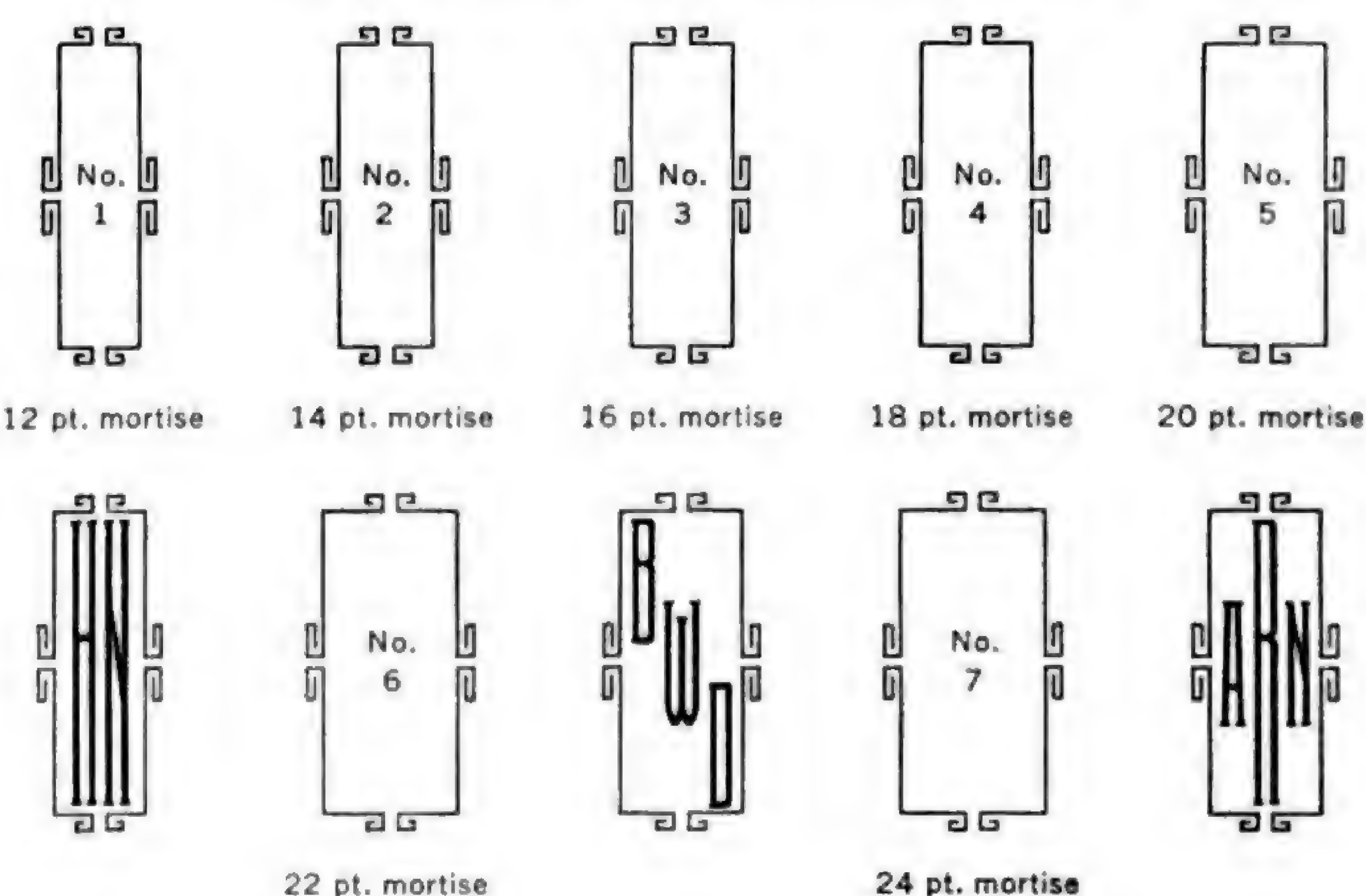
FIFTH AVENUE MONOGRAM INITIALS



A font contains three type of each character cast on 54 point body, and three type of each character cast on 24 point body. The M and W of both sizes are cast on 8 point set; all other characters are cast on 6 point set. Very effective results may be obtained by printing these monograms in more than one color.

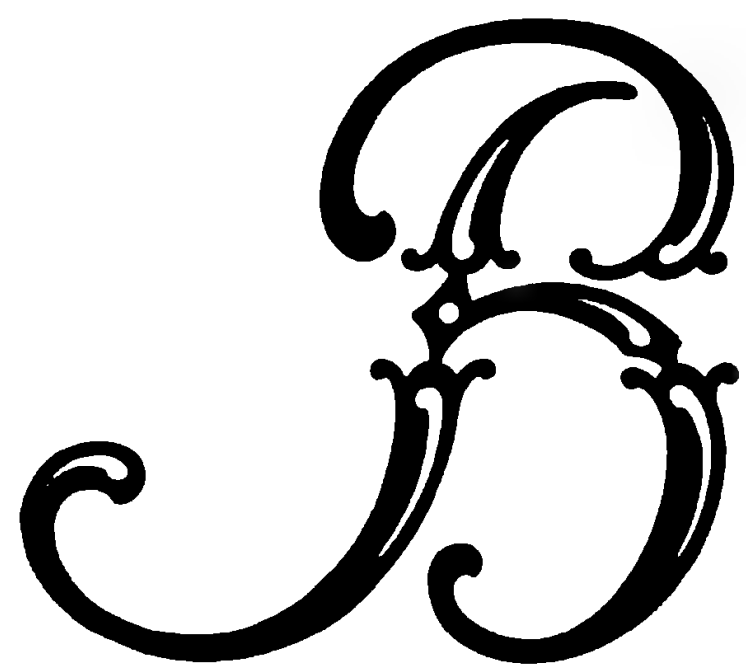
FIFTH AVENUE INITIAL FRAMES

Made in seven sizes (two pieces, right and left), to accommodate the different combinations which may be made with the letters by simple justification

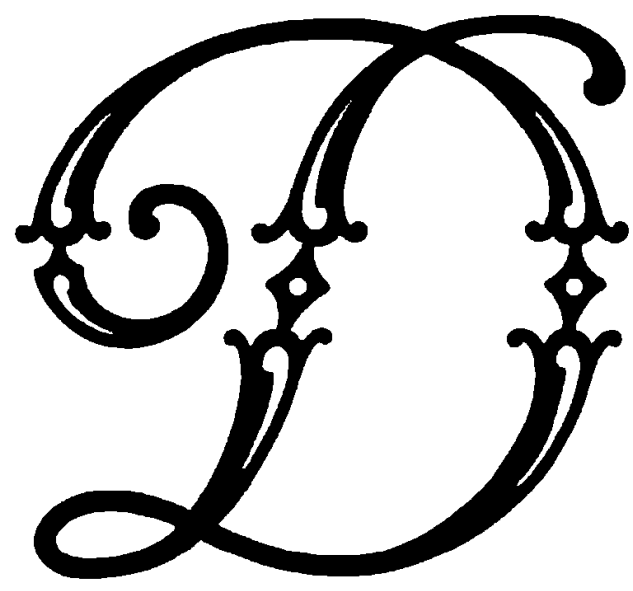


VOGUE INITIALS

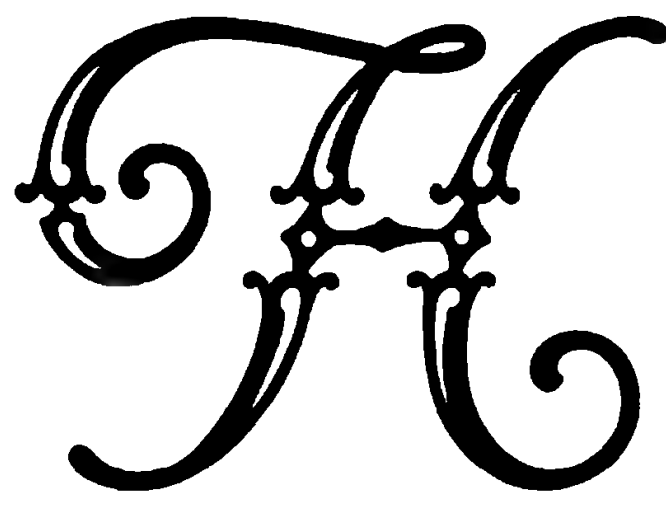
Made in six sizes; each size has 28 letters, four of which are made in two styles (see Series F). Sold in sets containing one of each character, or by individual character; when ordering duplicate characters mention Series and Number of letter desired. The range of sizes and weights of faces may be observed by studying the lines below showing at least one letter of each size.



SERIES A



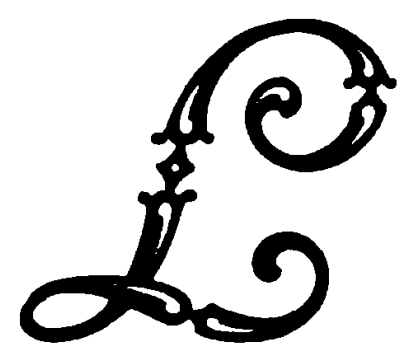
SERIES B



SERIES C



SERIES D

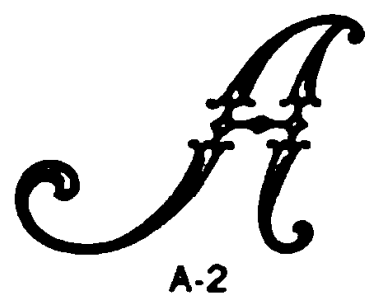


SERIES E

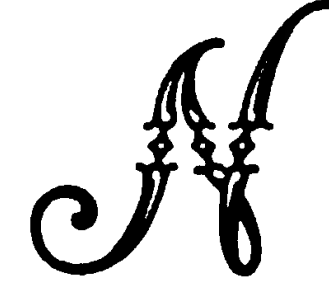
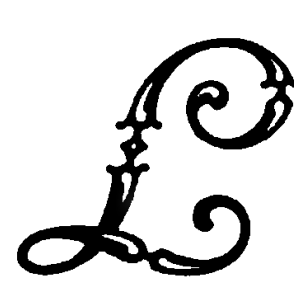
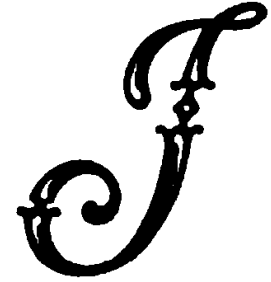
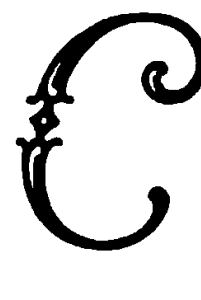
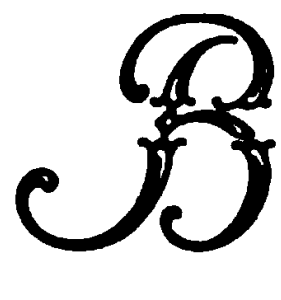
SERIES F Characters in Complete Font



A-1



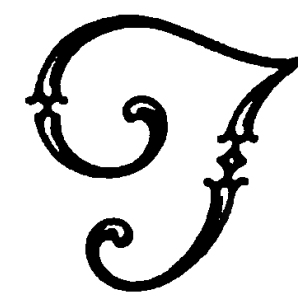
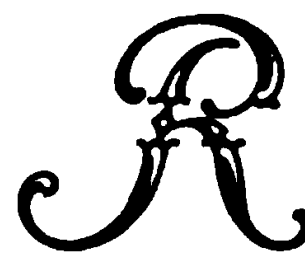
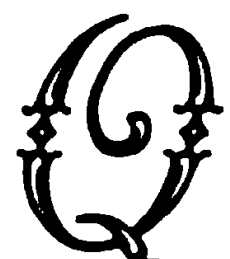
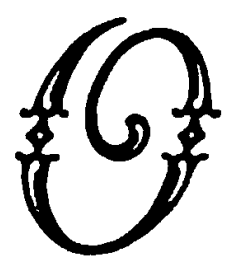
A-2



N-1



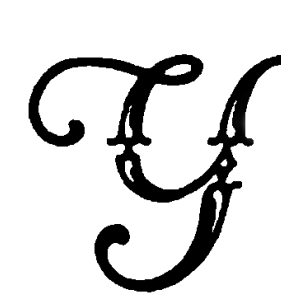
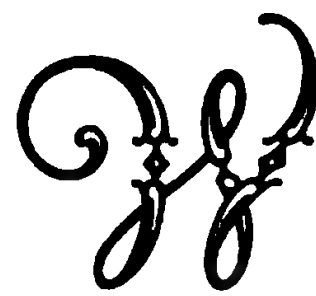
N-2



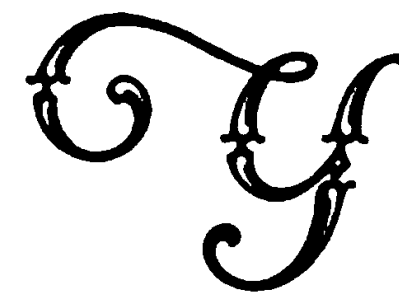
T-1



T-2



Y-1



Y-2

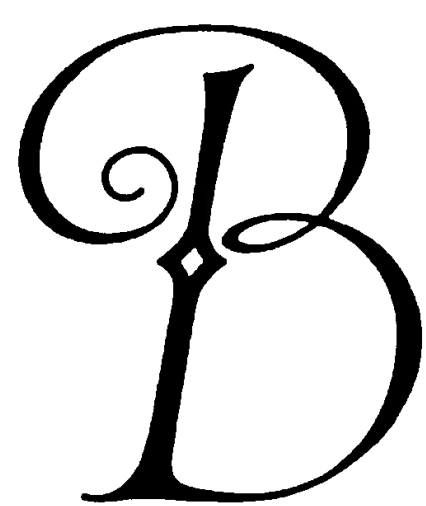
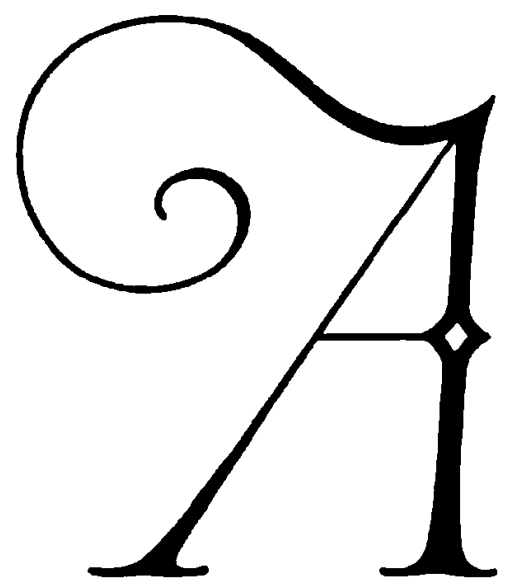
LIBERTY INITIALS

SERIES A

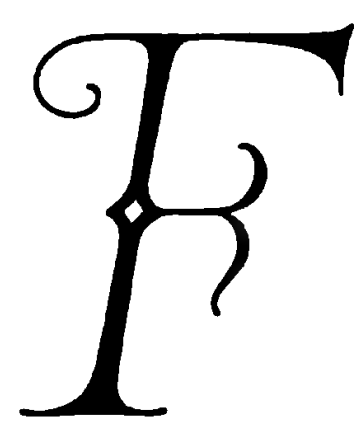
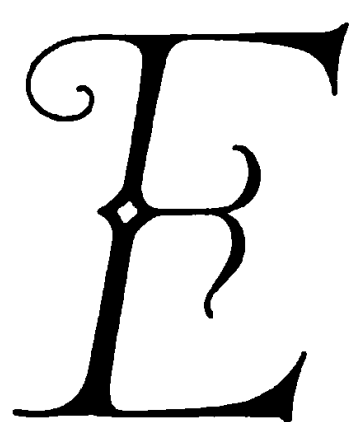
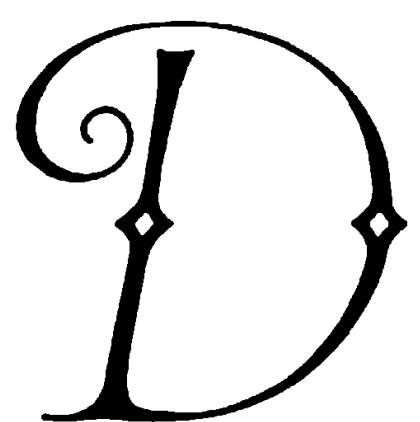
All Series contain 31 letters (see Series D)

Sold in sets containing one of each character, or by individual character

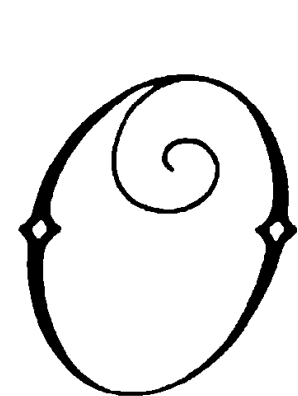
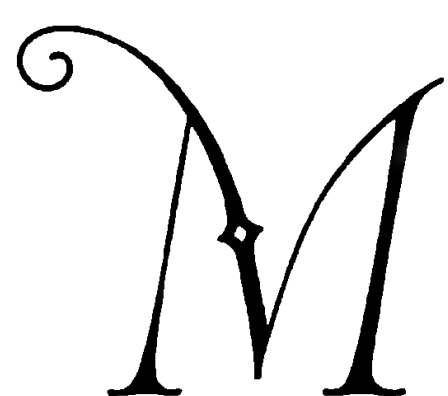
When ordering give Series and Number of duplicate letters desired



SERIES B



SERIES C



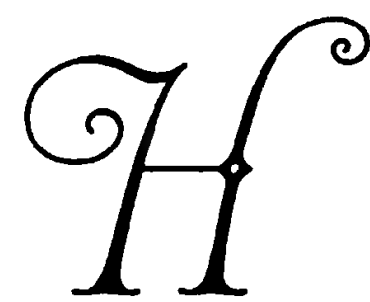
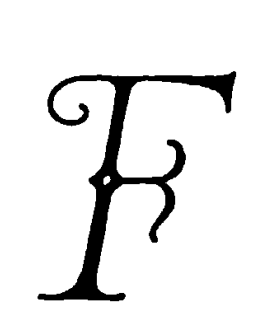
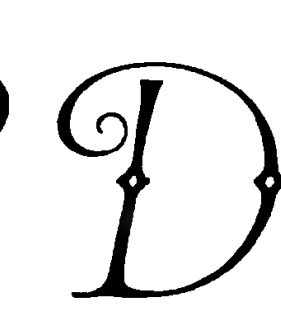
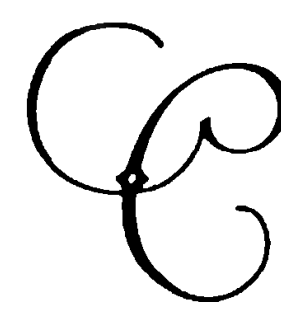
SERIES D Characters in Complete Font



A-1



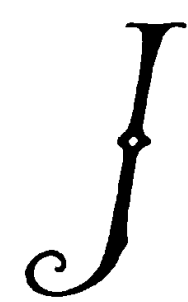
A-2



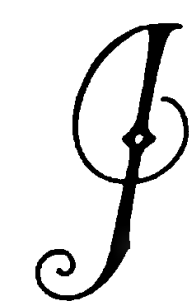
I-1



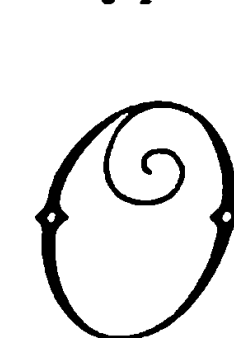
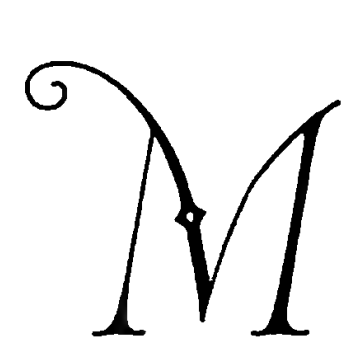
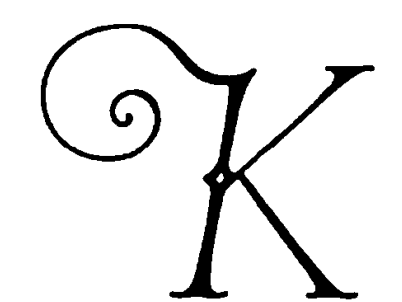
I-2



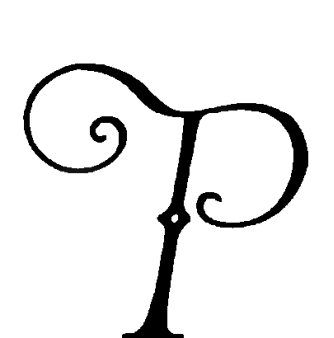
J-1



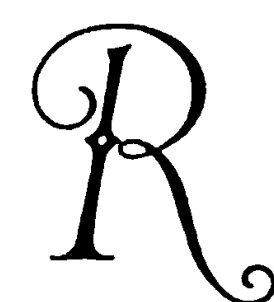
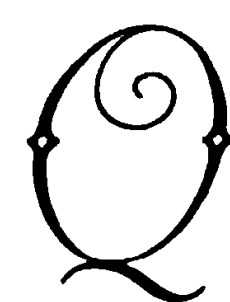
J-2



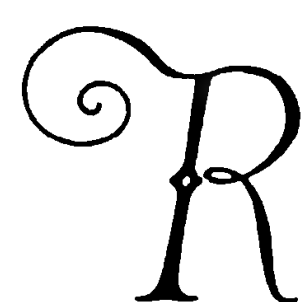
P-1



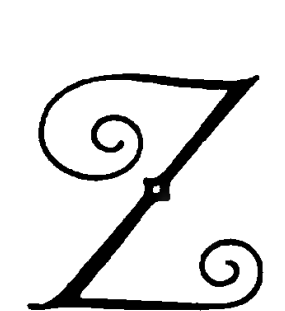
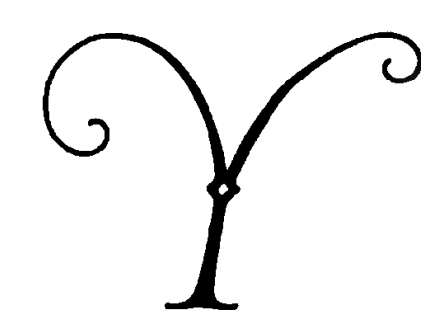
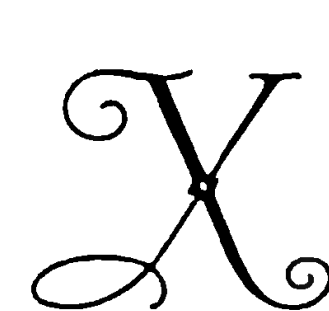
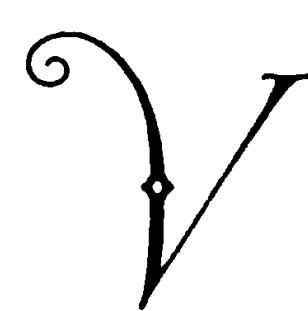
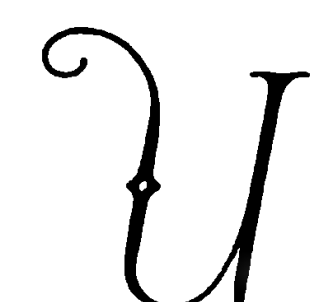
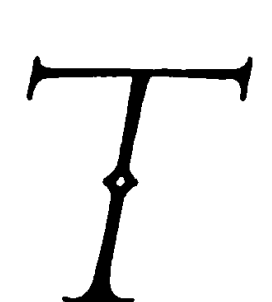
P-2



R-1



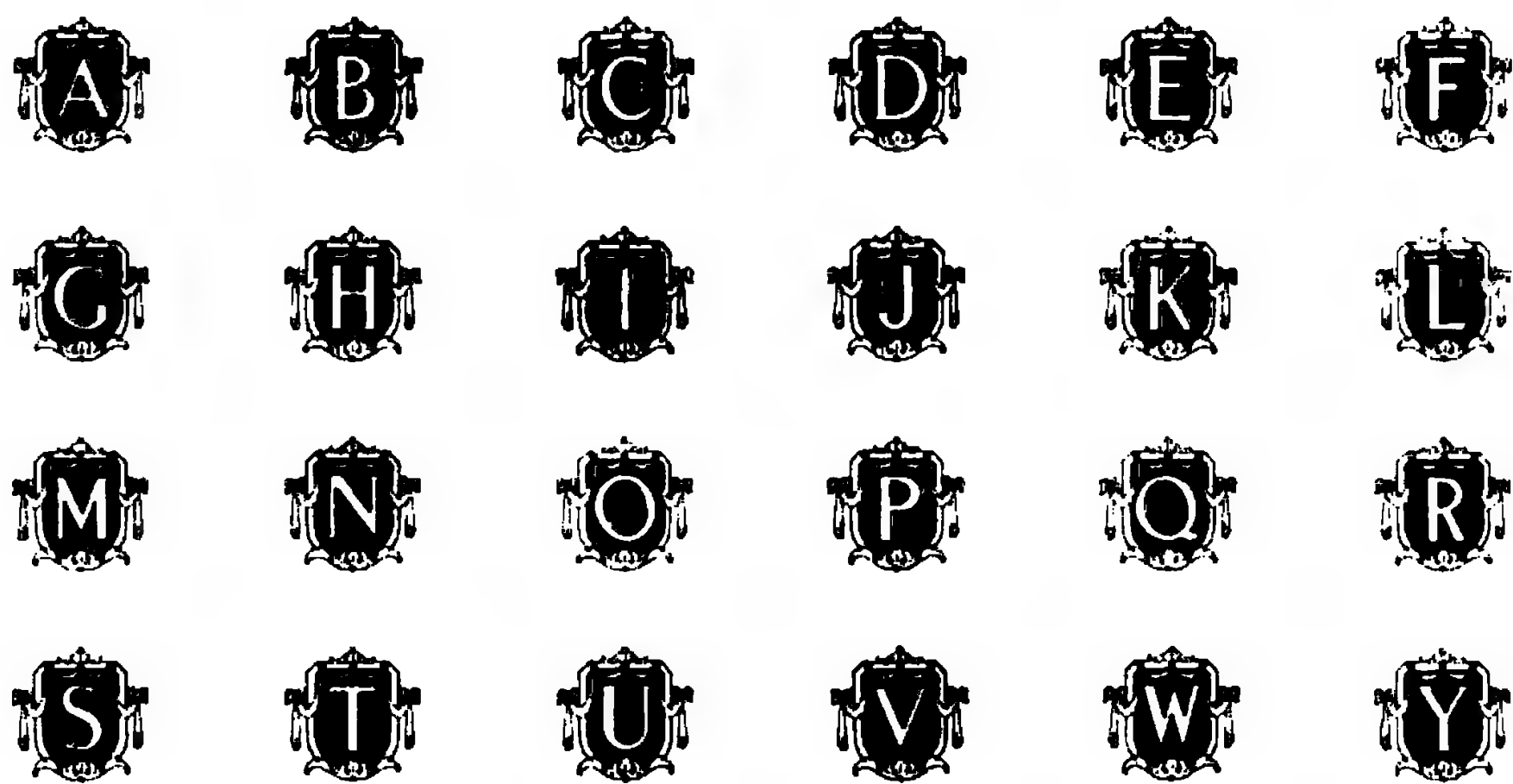
R-2



GEORGIAN INITIALS—Series A

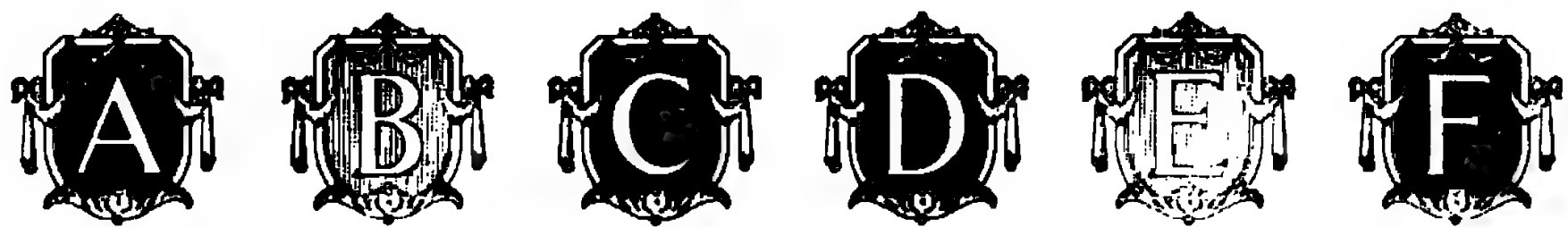
A B C D E F
G H I K L M
N O P R S T

24 POINT STATIONERS INITIALS

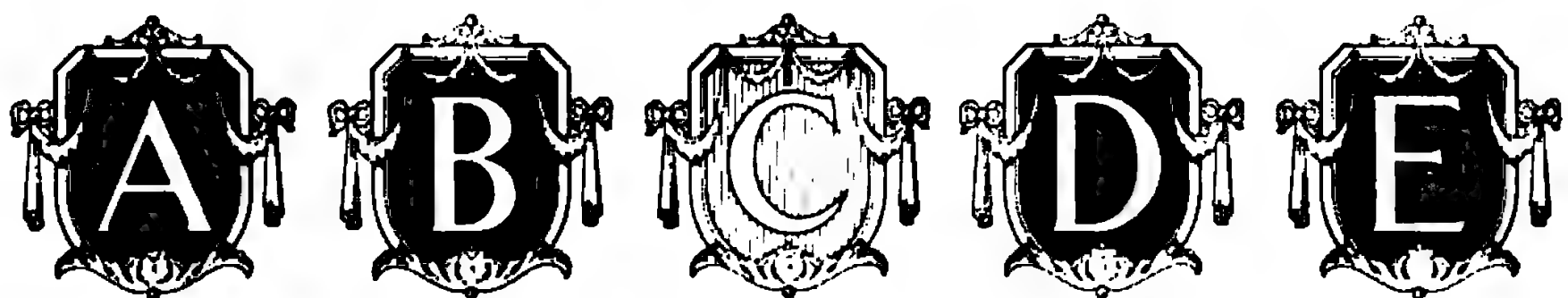


For One or Two Colors—Sold by the Set or Individual Character
One Color Set Contains 24 Characters Two Color Set Contains 48 Characters

36 POINT STATIONERS INITIALS



48 POINT STATIONERS INITIALS



36 and 48 Point Sets Contain Same Characters as Shown in 24 Point

U V

Set Contains 26
Characters

W X

Y Z

All characters
except Q and J cast
on 72 Point
Body

Q J

Q and J are cast on
96 Point Body



96 POINT CALLIGRAPH INITIALS

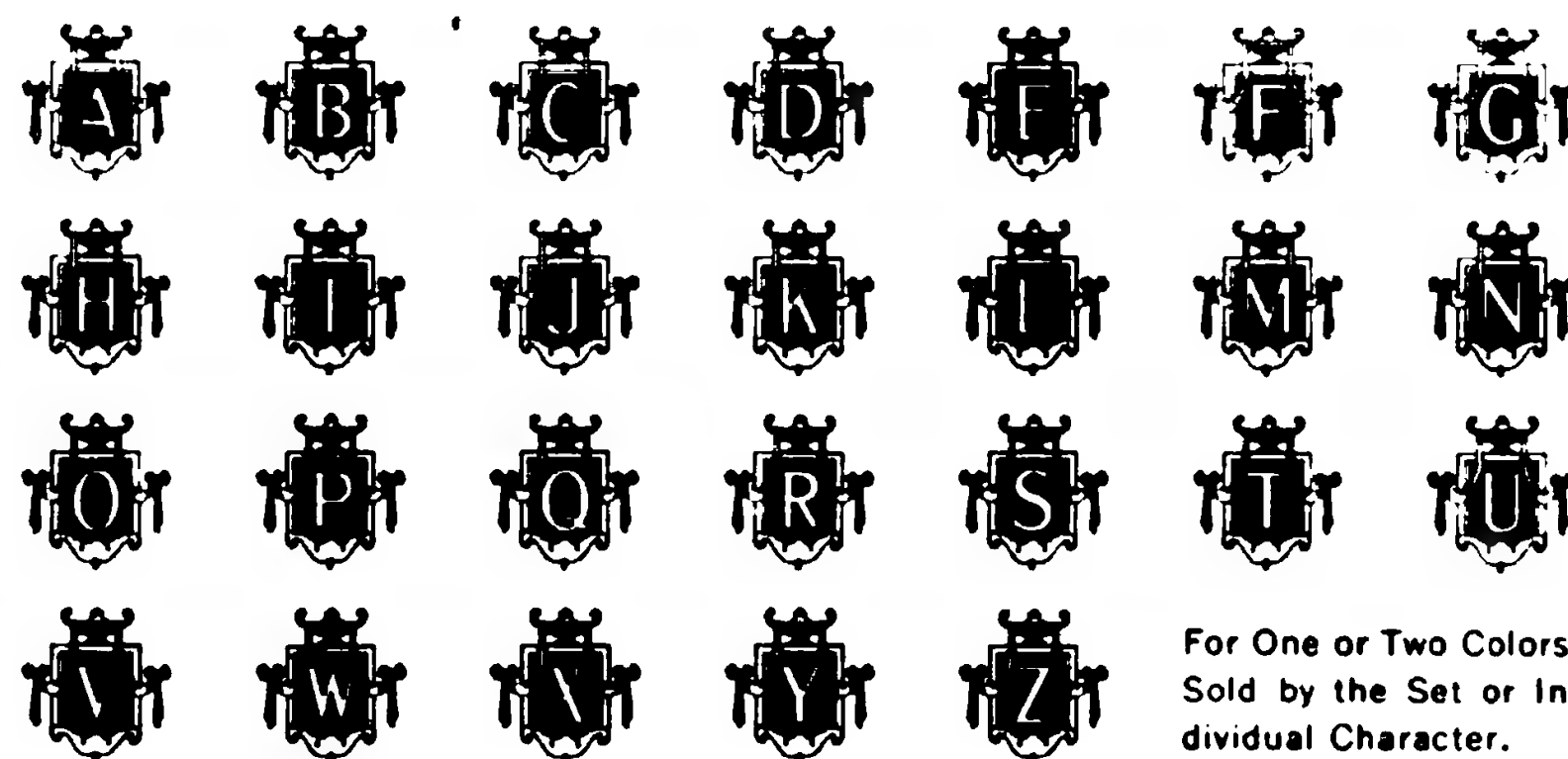


120 POINT CALLIGRAPH INITIALS



All Sets Contain Same Characters as Shown in 72 Point Size

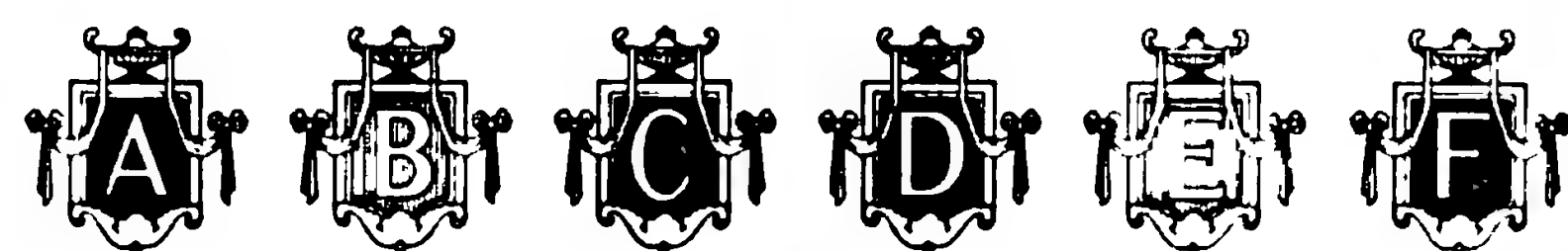
24 POINT UNIVERSITY INITIALS



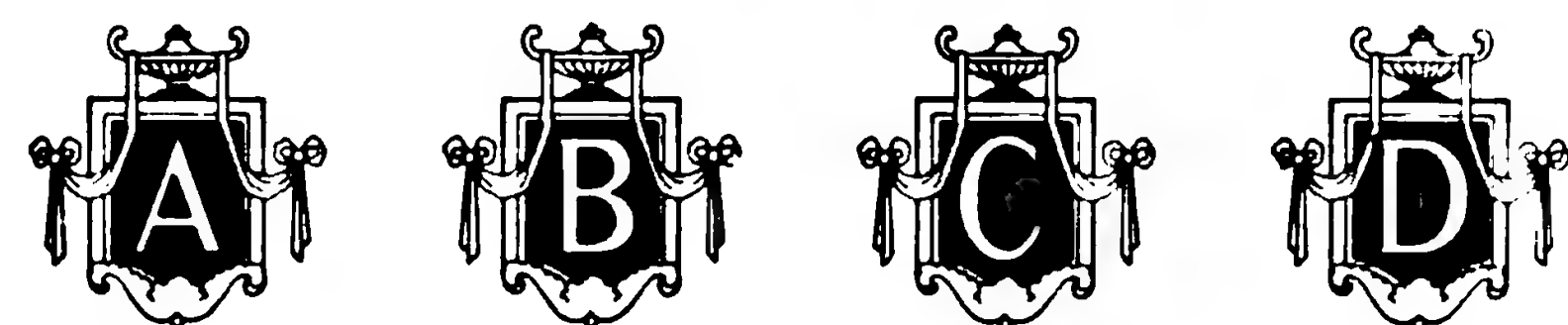
For One or Two Colors.
Sold by the Set or Individual Character.

One Color Set contains 26 Characters Two Color Set contains 52 Characters

36 POINT UNIVERSITY INITIALS



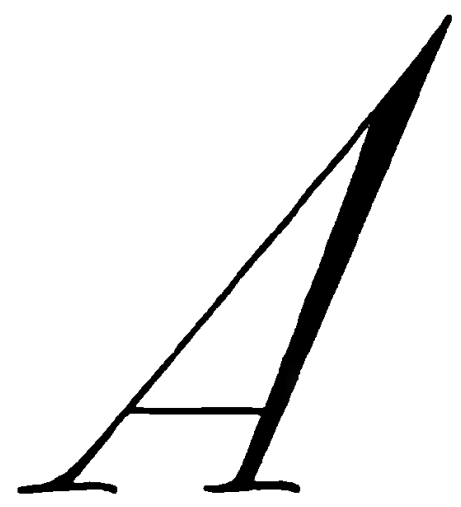
48 POINT UNIVERSITY INITIALS



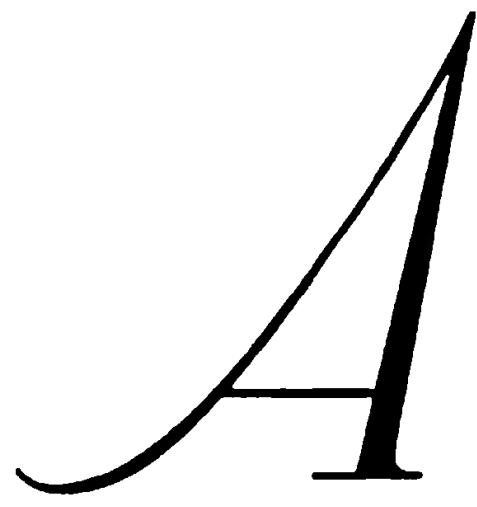
All Sets Contain Same Characters as Shown in 24 Point Size

VANITY INITIALS

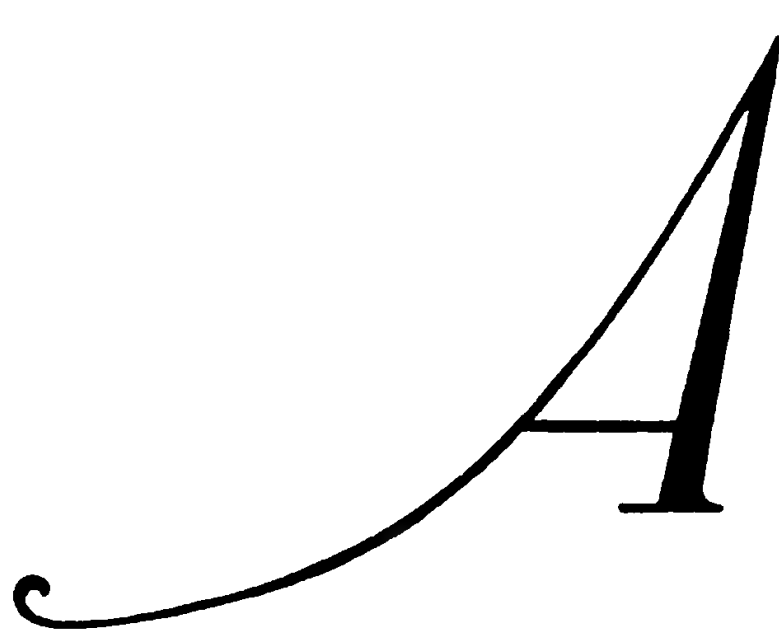
Cast full body and are not mortised



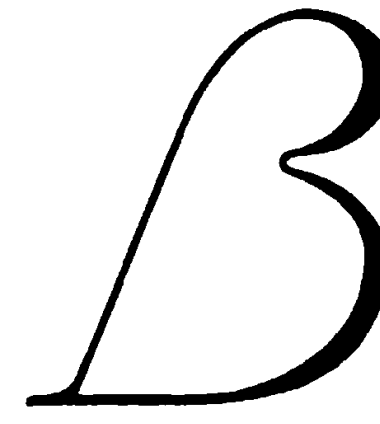
A-3 72 Point
other { A-2 60 Point
sizes { A-1 48 Point



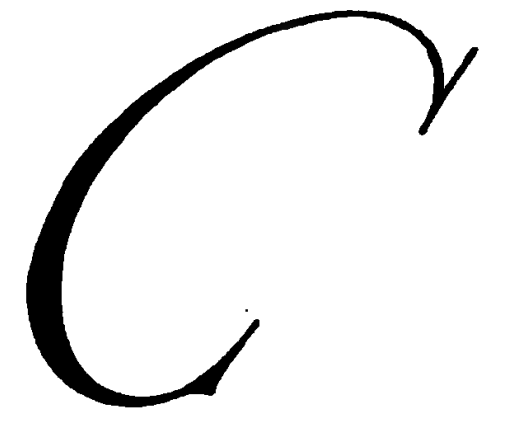
A-6 72 Point
other { A-5 60 Point
sizes { A-4 48 Point



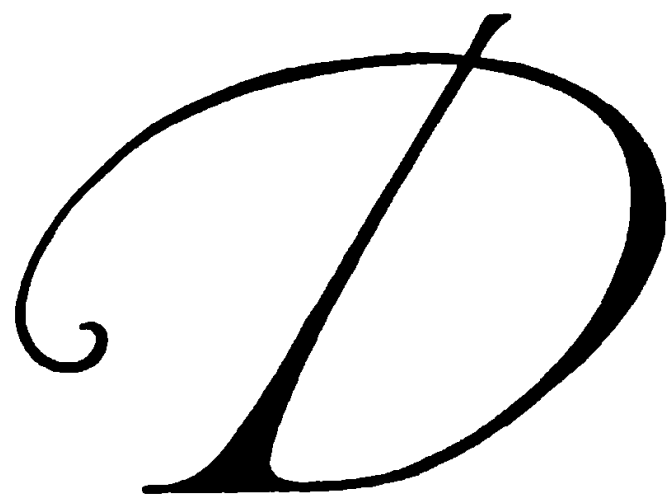
A-9 96 Point; other { A-8 72 Point
sizes { A-7 60 Point



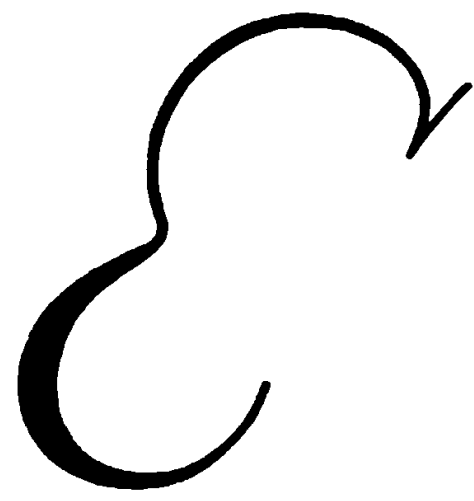
B-1 60 Point
other { B-2 48 Point
sizes { B-3 36 Point



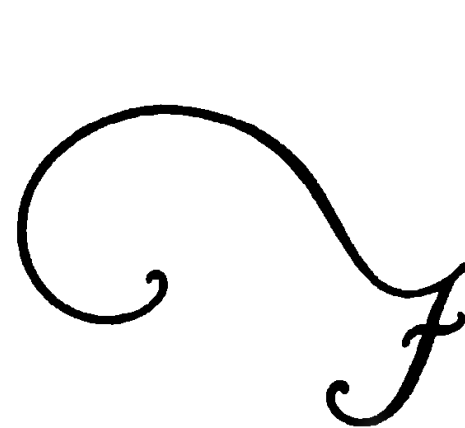
C-2 60 Point
other { C-1 48 Point
sizes { C-3 36 Point



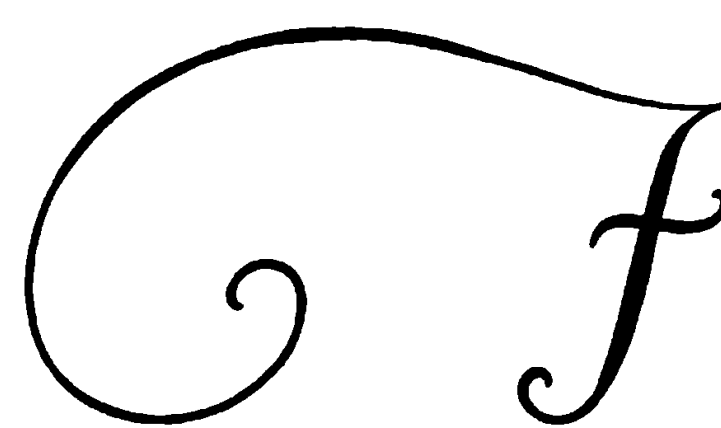
D-3 72 Point
other { D-2 60 Point
sizes { D-1 48 Point



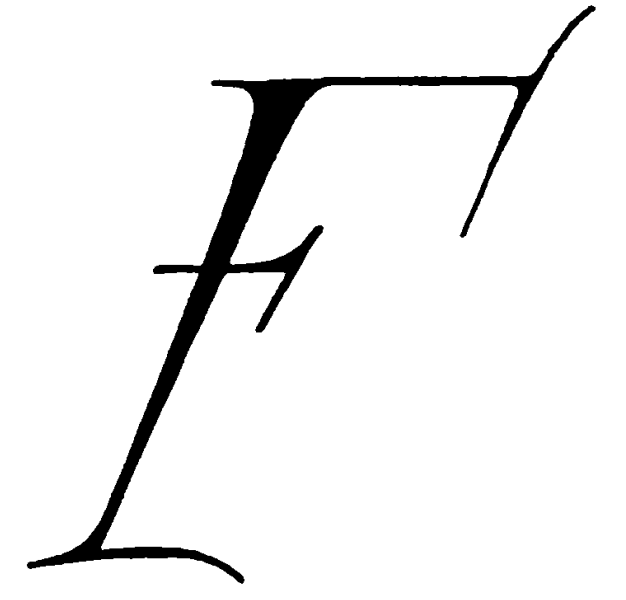
E-3 72 Point
other { E-2 60 Point
sizes { E-1 48 Point



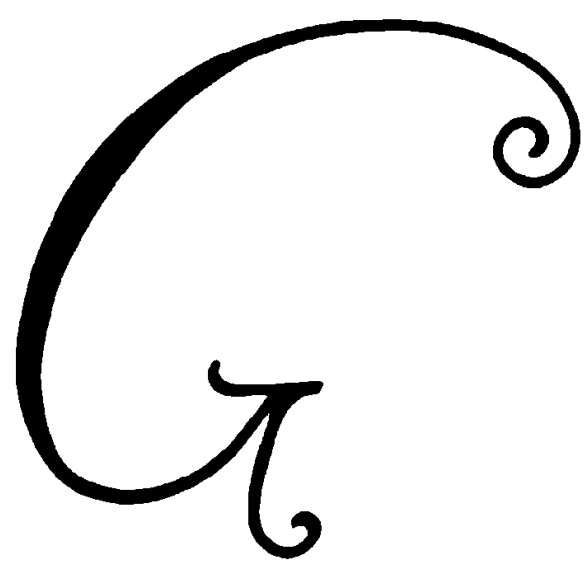
SF-4 48 Point



SF-1 60 Point; other { SF-2 48 Point
sizes { SF-3 30 Point



F-3 96 Point
other { F-2 72 Point
sizes { F-1 54 Point



G-9 84 Point
other { G-8 72 Point
sizes { G-7 54 Point



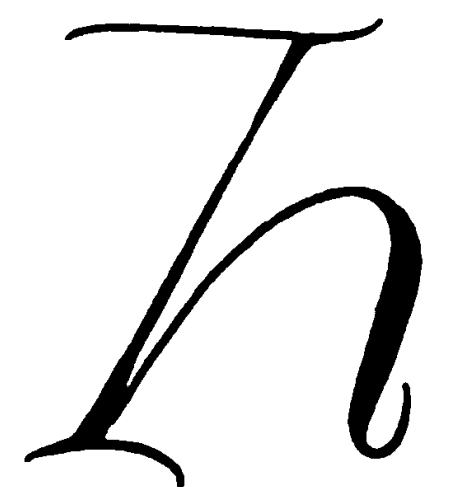
G-6 96 Point
other { G-5 72 Point
sizes { G-4 54 Point



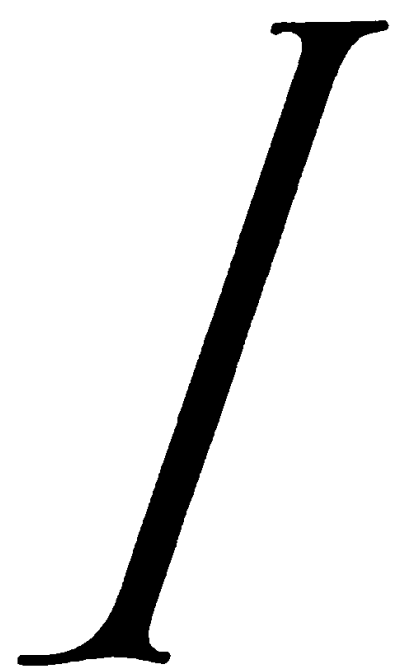
G-3 120 Point
other { G-2 72 Point
sizes { G-1 48 Point



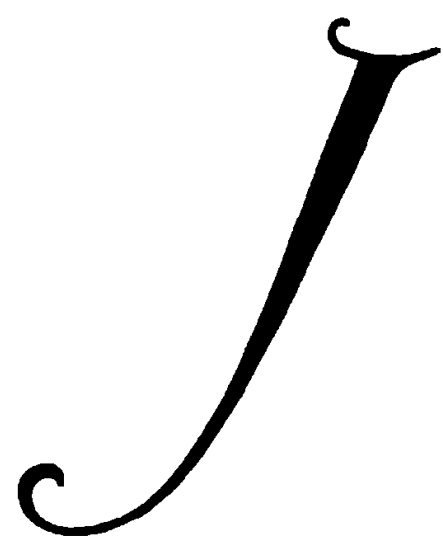
H-3 144 Point
other { H-2 120 Point
sizes { H-1 96 Point



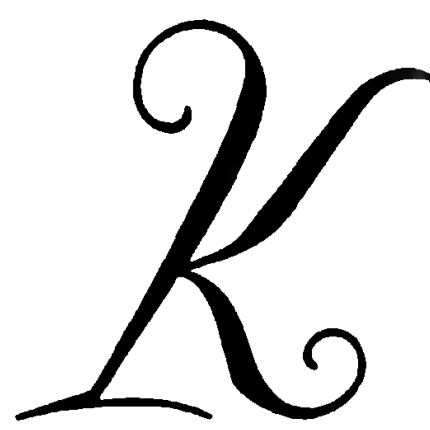
H-6 72 Point
other { H-5 60 Point
sizes { H-4 48 Point



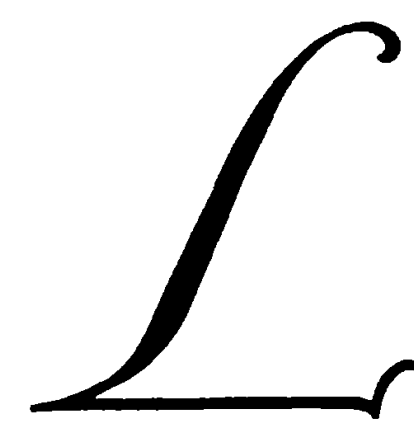
I-3 96 Point
other size: I-2 72 Point



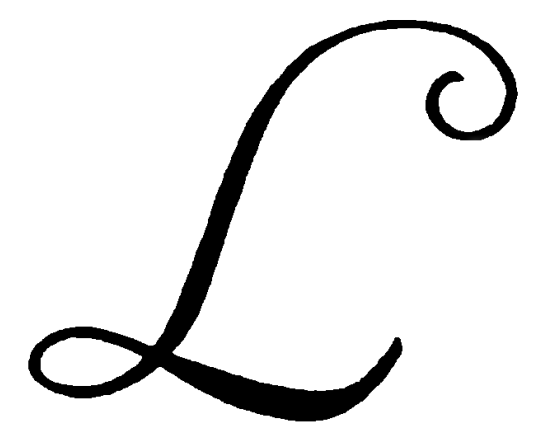
J-3 84 Point
other { J-2 72 Point
sizes { J-1 54 Point



K-3 60 Point
other { K-2 48 Point
sizes { K-1 36 Point



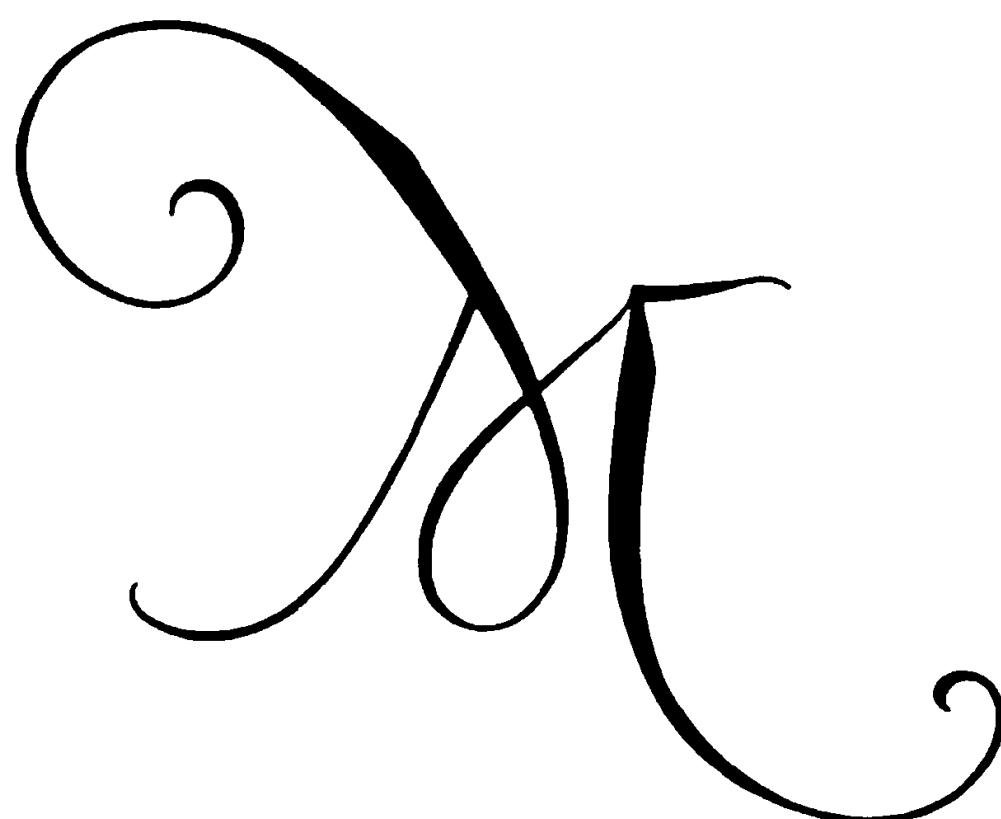
L-3 60 Point
other { L-2 48 Point
sizes { L-1 36 Point



L-6 60 Point
other { L-5 48 Point
sizes { L-4 36 Point



M-3 96 Point
other { M-2 72 Point
sizes { M-1 48 Point



M-6 120 Point; other { M-5 96 Point
sizes { M-4 72 Point



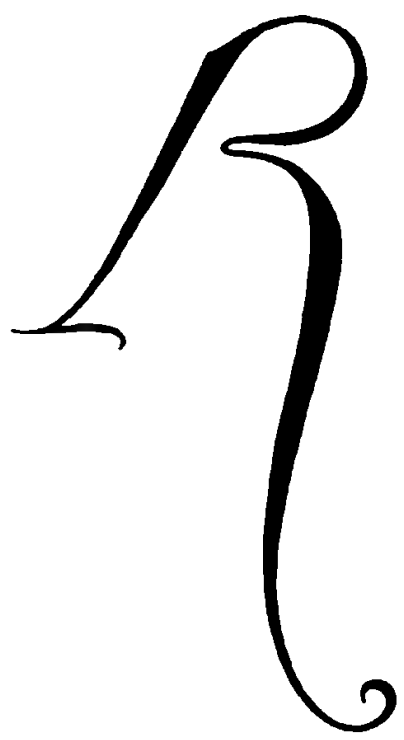
N-3 120 Point; other { N-2 96 Point
sizes { N-1 72 Point



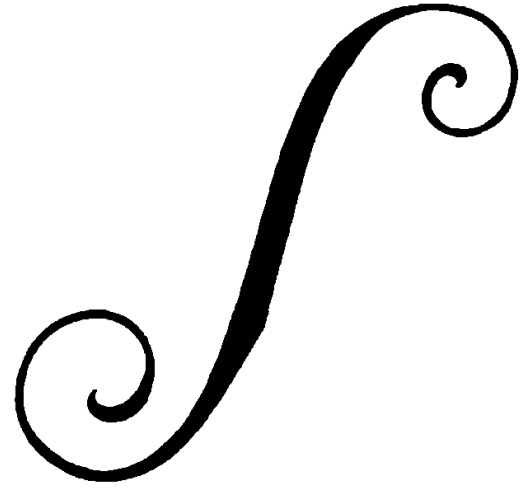
P-3 60 Point
other { P-2 48 Point
sizes { P-1 36 Point

VANITY INITIALS

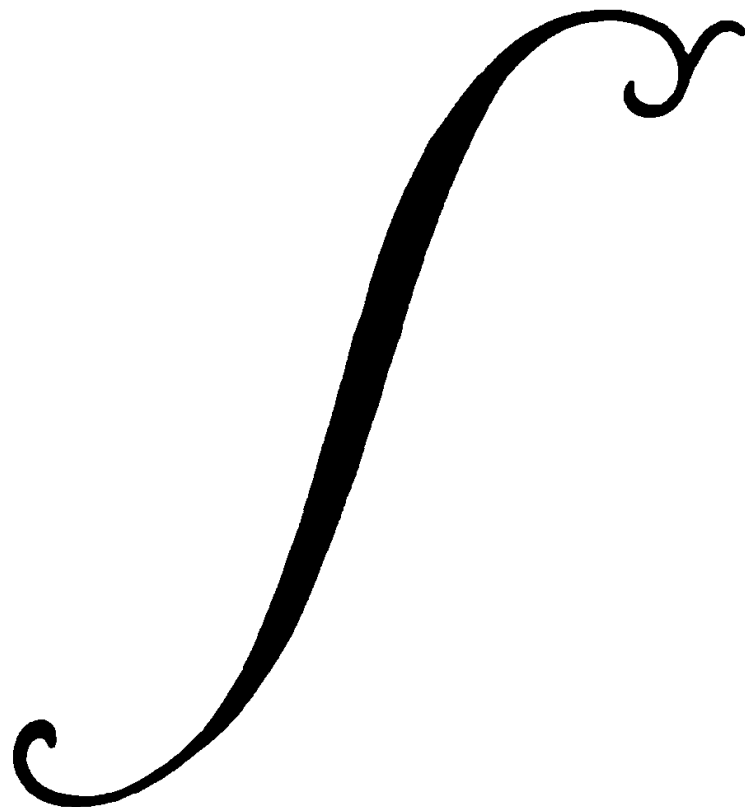
Cast full body and are not mortised



R-3 108 Point
other { R-2 84 Point
sizes { R-1 54 Point



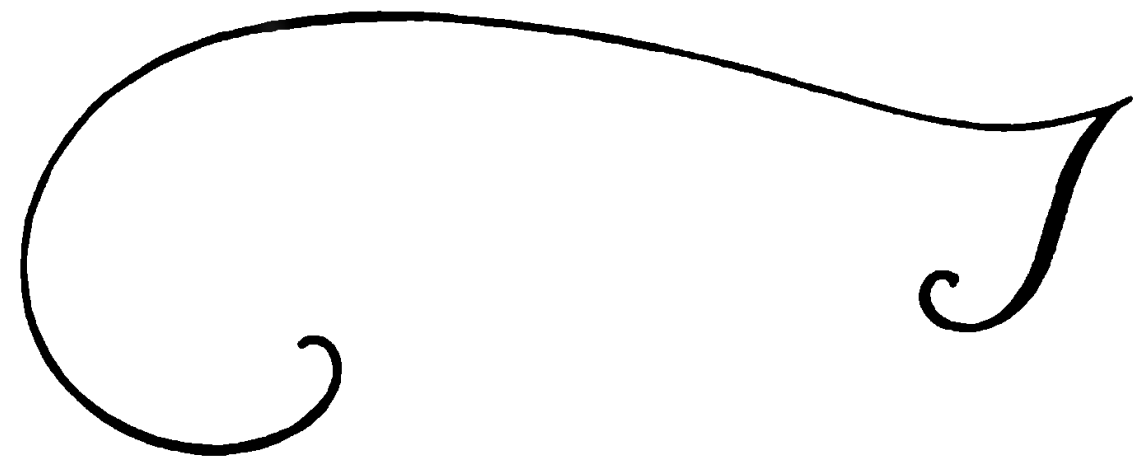
S-3 72 Point
other { S-2 48 Point
sizes { S-1 36 Point



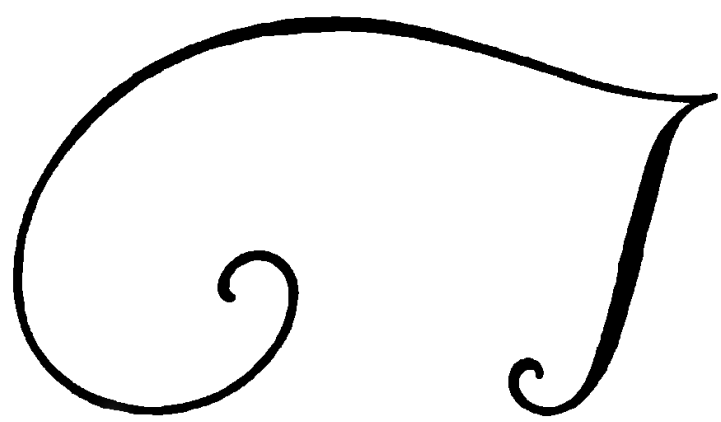
S-6 120 Point; other { S-5 84 Point
sizes { S-4 60 Point



ST-13 34 Point; other size ST-5 24 Point



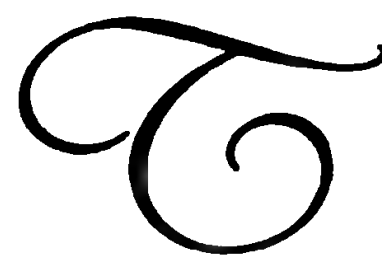
ST-8 72 Point; other { ST-9 48 Point
sizes { ST-3 36 Point



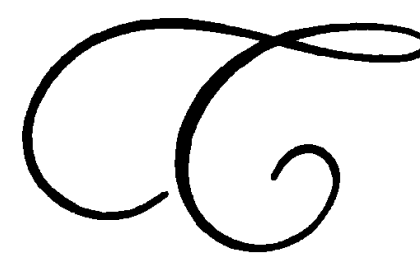
ST-6 60 Point
other { ST-10 48 Point
sizes { ST-2 30 Point



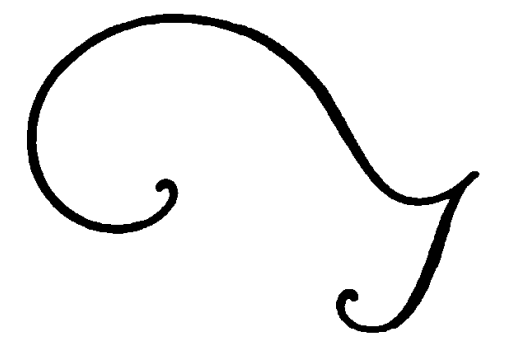
ST-4 54 Point; other size ST-11 36 Point



ST-7 36 Point



ST-12 36 Point



ST-1 48 Point



U-3 60 Point
other { U-2 48 Point
sizes { U-1 36 Point



V-3 72 Point
other { V-2 60 Point
sizes { V-1 48 Point



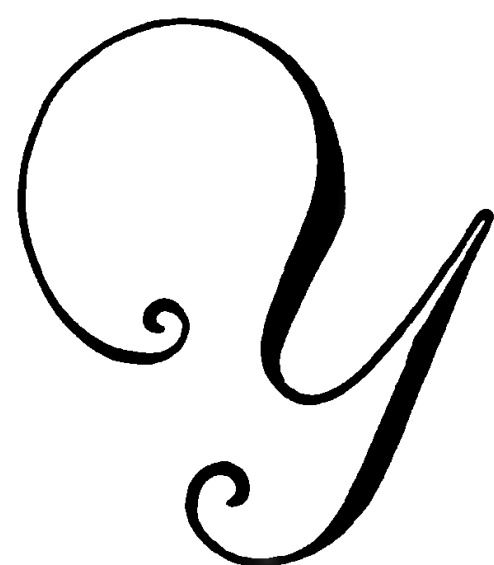
W-10 60 Point; other { W-9 48 Point
sizes { W-8 36 Point



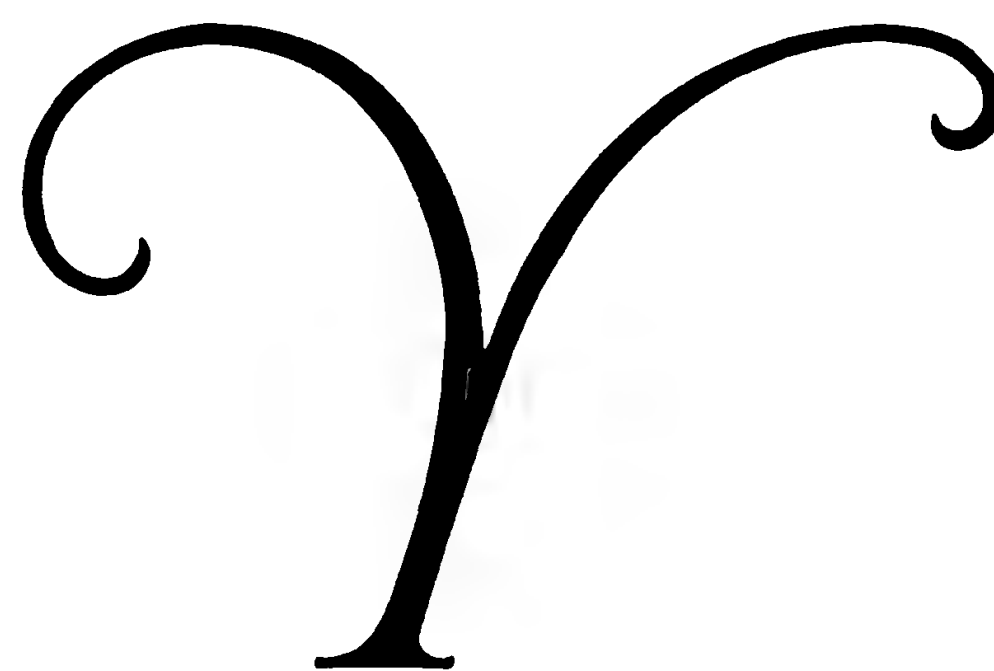
W-7 60 Point; other { W-6 48 Point
sizes { W-5 36 Point



W-4 84 Point
other { W-3 72 Point
sizes { W-2 54 Point
W-1 42 Point



Y-3 84 Point
other { Y-2 60 Point
sizes { Y-1 36 Point



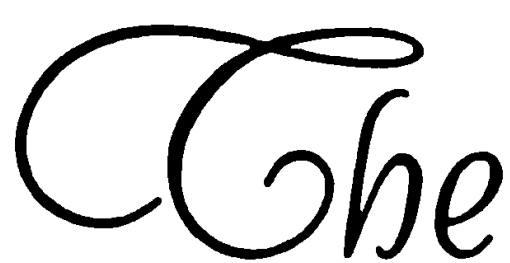
Y-5 96 Point
other size Y-4 72 Point



LT-6 48 Point
other { LT-7 42 Point
sizes { LT-8 36 Point
LT-9 30 Point
LT-10 24 Point



LT-4 24 Point



LT-1 36 Point
other size LT 5 24 Point

MINIATURE VANITY INITIALS

Put up in fonts containing one of each character



2401



1801



1201



1202



1802



1803



2402



2403



1804



2404



1805



LT-2 36 Point

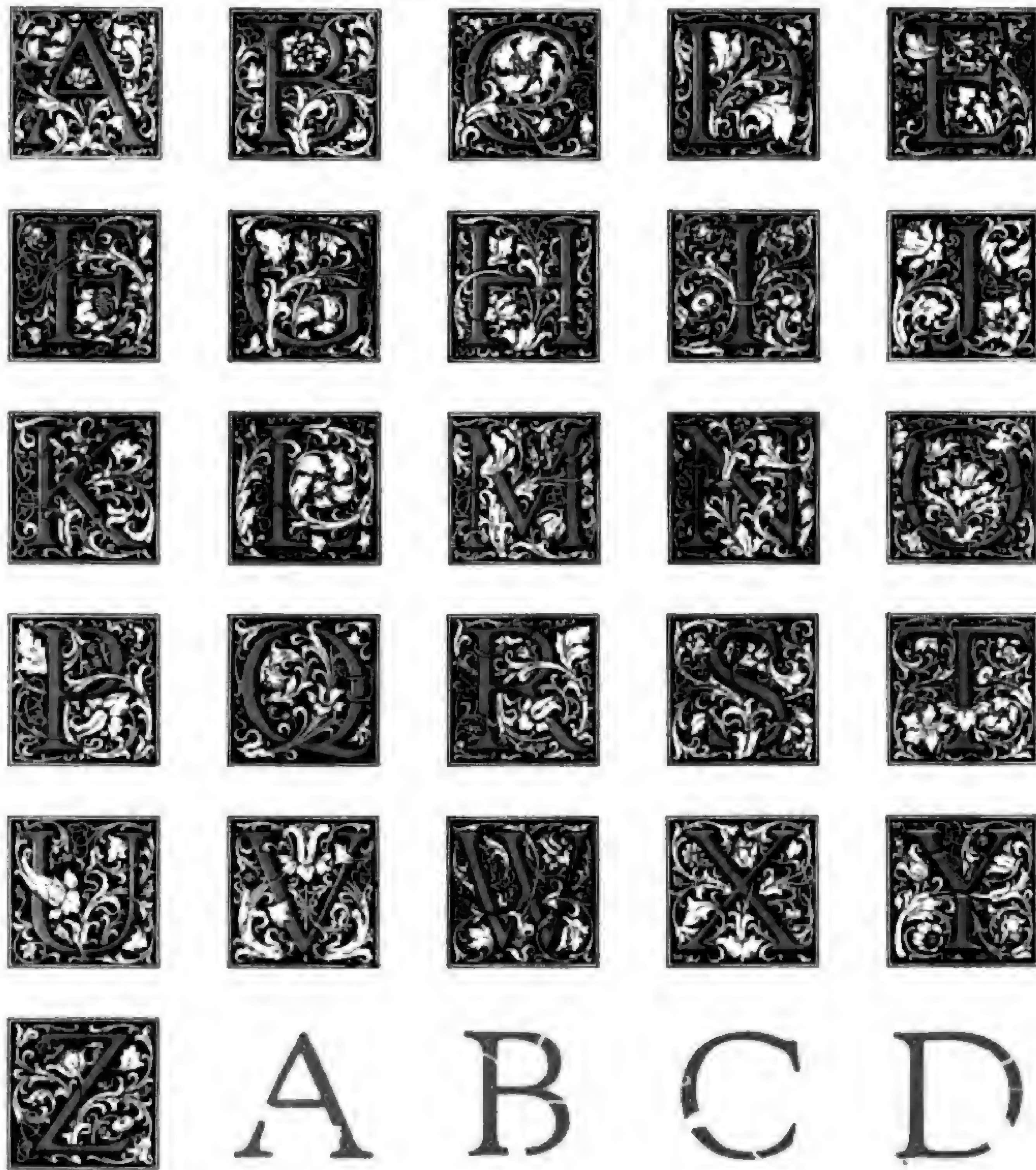


LT 3 36 Point

Cloister Initials and Bradley Ultra Modern Initials

CLOISTER INITIALS—Designed by F. W. GOUDY

36 Point For one or two colors



96 Point



84 Point



72 Point



144 Point



Cloister Initials sold singly, and in sets containing one of each character
Tint blocks are available for all sizes except 36 Point

120 Point



48 Point



60 Point

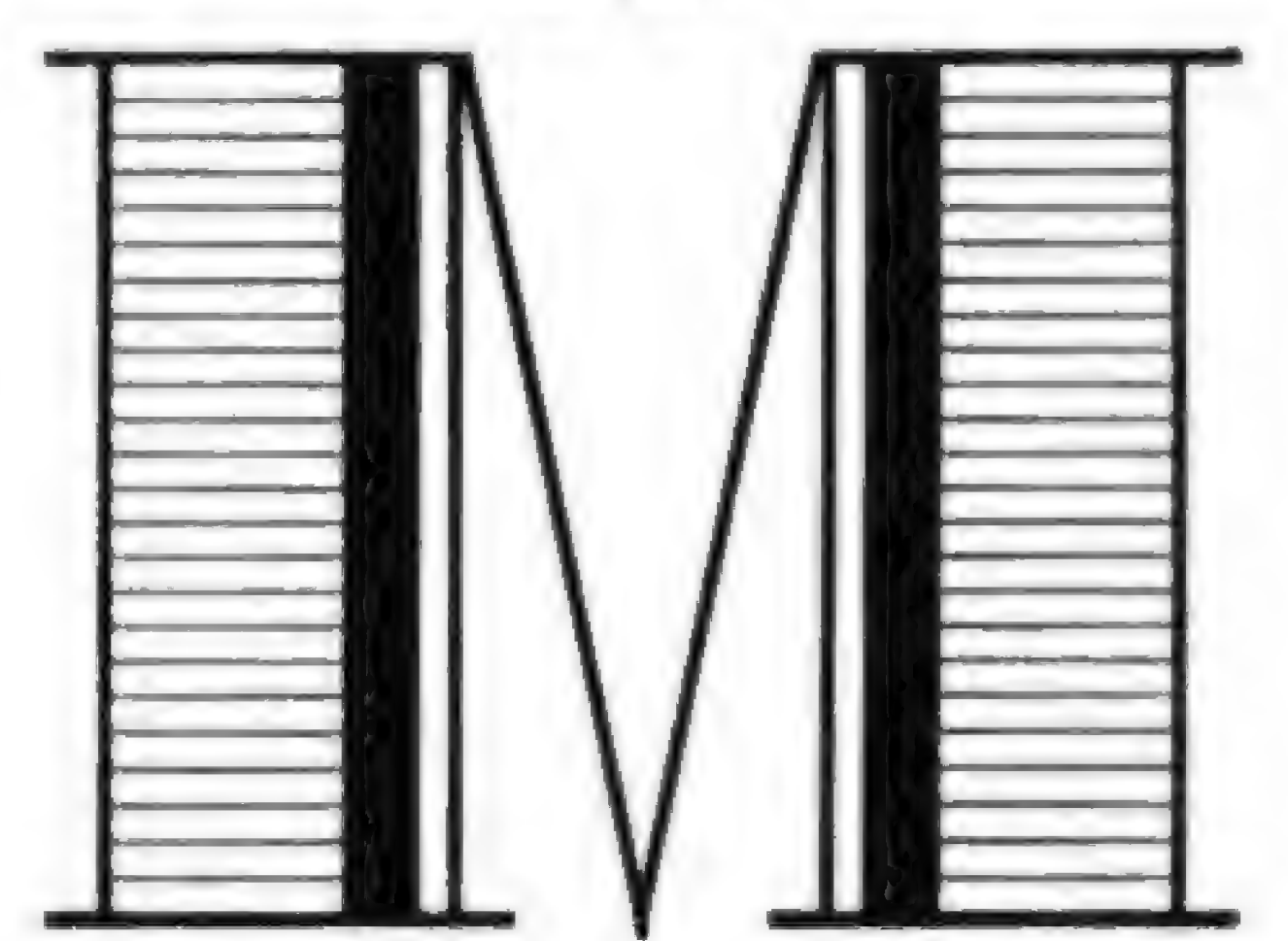


BRADLEY ULTRA MODERN INITIALS

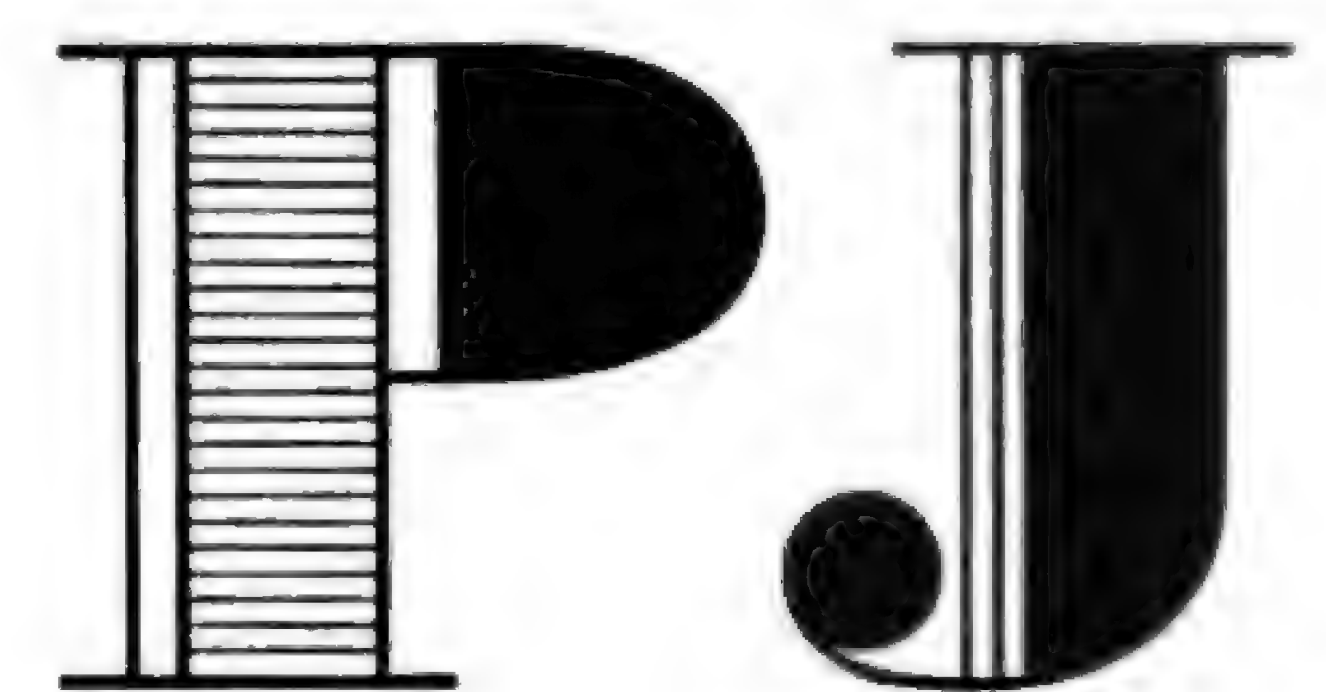
Designed by WILL BRADLEY

Sold singly, and in sets containing one of each character shown in the 36 Point size

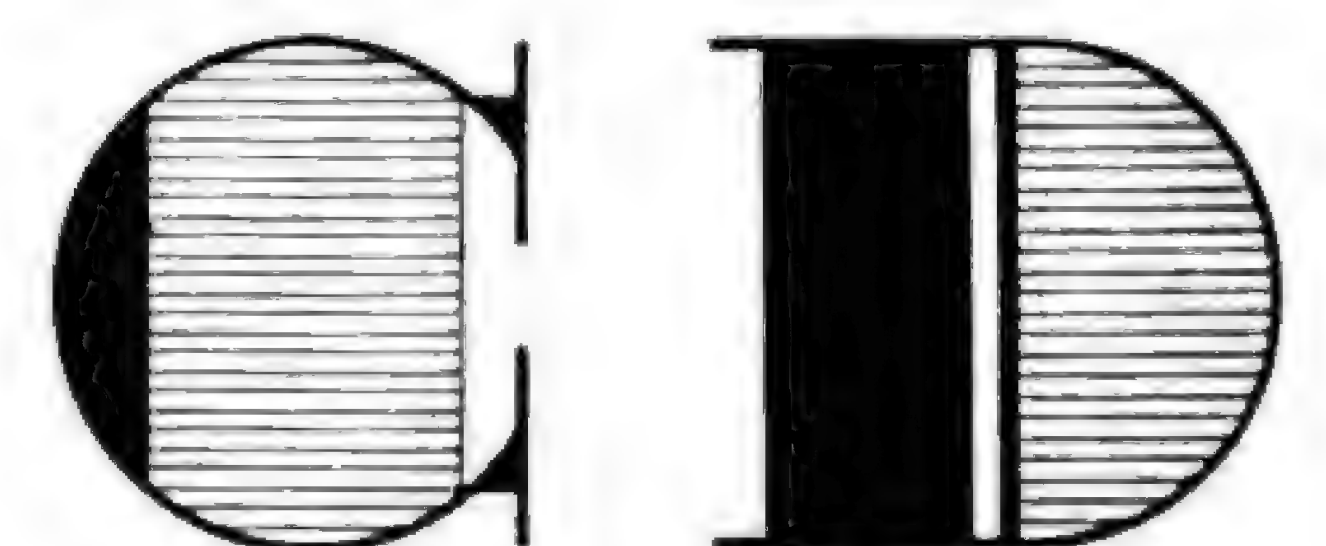
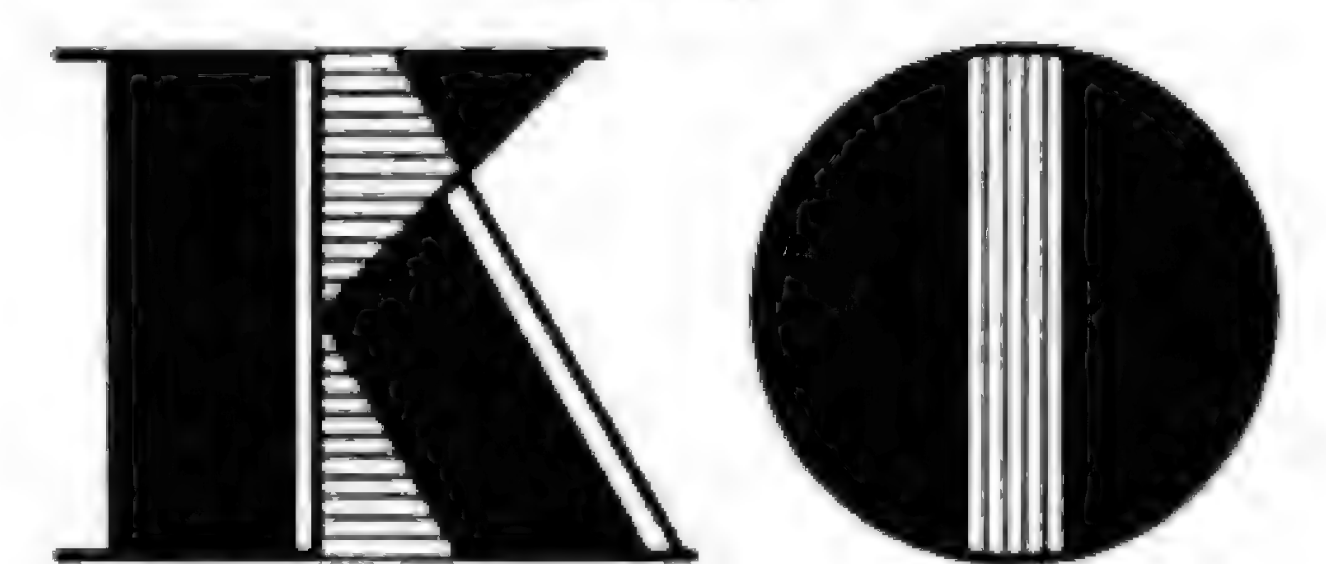
84 Point



60 Point



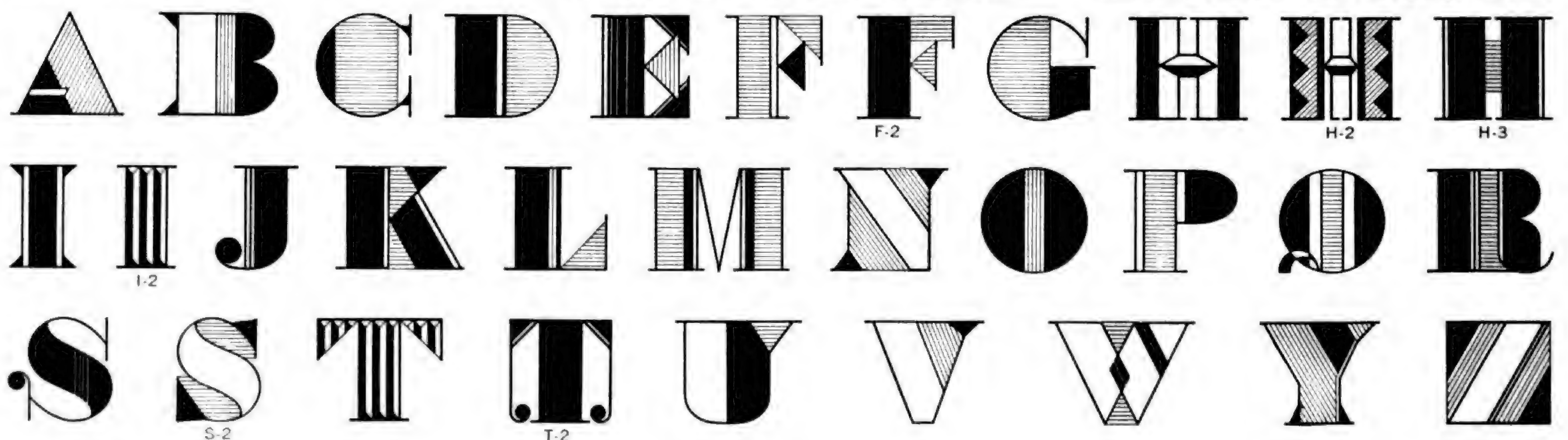
48 Point



Characters in Complete Font

36 Point BRADLEY ULTRA MODERN INITIALS

Mention Size and Number when ordering single characters





This entire book, made up of thirteen signatures of sixteen pages each, was printed on No. 2 Kelly Automatic Presses manufactured in the plant of our Kelly Press Division illustrated above

Kelly—
*the first and last word in automatic
printing presses*

UNIVERSITY OF MICHIGAN



3 9015 06101 6286

